The John B. Goddard School of Business and Economics is a leader in preparing students for careers in business. The School attracts students from across the nation and around the world. The School's vision for quality education is directed toward the development of individuals with the facility to analyze problems, the resolve to change, the capacity to lead, and the courage to act justly in all chosen endeavors.

Over 2000 students are enrolled in undergraduate programs in accounting, information systems and technologies, economics, finance, logistics and operations management, management, human resource management, and marketing; and over 100 students pursue degrees in the Master of Accounting program as well as the Master of Business Administration program. Students should note that the John B. Goddard School of Business and Economics is accredited nationally by the Association to Advance Collegiate Schools of Business (AACSB), the premier accrediting agency in the business field.

Courses are designed to reflect the rapidly changing business environment. Dedicated faculty use innovative teaching and learning methods throughout the curriculum. The consequences of the global economic environment and international competitive advantage are addressed at the onset of the curriculum and discussed throughout the program. The key issues of technology, quality management, ethics, and entrepreneurship are discussed in many contexts.

A unique feature in the curriculum is the Ralph Nye Lecture Series. In this series, business leaders visit Weber State University campus to serve as guest lecturers. A wide variety of speakers include executives who have risen to the top of corporate worlds, entrepreneurs who have nurtured an idea into a viable business, and authors and opinion leaders with special insight into the business environment. These speakers make an invaluable contribution to our educational programs.
**JOHN B. GODDARD SCHOOL OF BUSINESS AND ECONOMICS MISSION**

The John B. Goddard School of Business and Economics is committed to being an acknowledged leader in education. Our purpose is the development of individuals with the facility to analyze problems, the resolve to implement change, the capacity to lead, and the courage to act justly in all chosen endeavors.

We are committed to baccalaureate education in business and economics which: fosters an understanding of the global economic environment, stresses integration across the functional areas, emphasizes the application of theory to practical situations, encourages strategic thinking, and promotes the capacity to envision and articulate purpose. Masters programs focus upon educating professionals who require specialized knowledge and advanced skills.

Teaching is fundamental to our mission, and teaching is centered around a close link between students and faculty. Our teaching mission is chiefly supported through a community of teaching scholars who focus their efforts toward instructional improvement and the advancement of theory and practice through research. Faculty and staff also direct their expertise to enhance the broader community. In meeting community needs, efforts are focused on the needs of Utah and also toward advancing management practice and economic development at the national and international levels.

We embrace a diverse student body admitted upon criteria which measure the promise for success. Educational opportunities are broadened through a generous scholarship program. The students of Utah are our prime constituency, but we attract and welcome students from across the nation and abroad. Degree programs encourage advanced undergraduates and graduate students to apply their classroom experiences in the business environment. The educational needs of entrepreneurs and working executives are supported through the School’s distinct counseling, training and executive education programs.

Our School is founded on an environment where people are free to openly question any concept, voiced by any person, at any time. Similarly, we value and seek the informed opinions of those outside the School.

**Accessibility to Business and Economics Courses**

All 1000 and 2000 level courses are open to all WSU students. Please note that some 2000 level courses have prerequisites which must be satisfied. BSAD 3000, BSAD 3200, FIN 3400, MGMT 3010, MGMT 3200, MGMT 4300, MGMT 4400, MKTG 3010, MKTG 3100, MKTG 3200, and IST 3110 are open to all students. All other 3000 and 4000 level Business and Economics courses are closed except to students who have been formally accepted into the John B. Goddard School of Business and Economics and have completed the Business Foundations.

**Baccalaureate Degree Requirements**

Candidates for a bachelor of arts or bachelor of science degree in the John B. Goddard School of Business and Economics must satisfy the following requirements:

**General Requirements**

- WSU Degree Requirements
- General Education Requirements

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**John B. Goddard School of Business and Economics Requirements**

**THE CURRICULUM**

The program of study within the John B. Goddard School of Business and Economics is designed to assist the students from admission to career placement. All degree programs within the School follow the same general pattern which is composed of five required curricular elements: Liberal Support Curriculum, Business Foundations, Cross-Functional Core, Functional Core, and Major Discipline.

**LIBERAL SUPPORT CURRICULUM**

The Liberal Support Curriculum consists of courses outside the John B. Goddard School of Business and Economics which provide critical skills and information useful to all business students. Students should complete the Liberal Support Curriculum as soon as possible because the knowledge attained in these courses will be used throughout the business curriculum. The specific courses in the Liberal Support Curriculum are:

- Liberal Support Curriculum (13 or 14 credit hours)
  - ENGL EN1010 Introduction to Writing (3)
  - ENGL EN2010 Intermediate Writing (3)
  - BTNY LS1403 Environmental Appreciation (3 or 4)
  - MATH QL1050 College Algebra (4)
  - MATH QL1050 must be completed with a grade of "C" or higher and may not be taken on a CR/NC basis.

Importantly, many of the courses in the Liberal Support Curriculum may be used to satisfy specific university and general education requirements. However, students within the John B. Goddard School of Business and Economics must complete the specific courses within the Liberal Support Curriculum.

**BUSINESS FOUNDATIONS**

The Business Foundations Curriculum provides the base for all business and economic degree programs. Students should complete the Business Foundations Curriculum early in their studies. To satisfy the Business Foundations requirement, courses must be completed with a grade of "C-" or higher.

- Business Foundations Curriculum (13 credit hours)
  - ACTG 2010 Survey of Accounting I (3)
  - ECON SS2010 Principles of Microeconomics (3)
  - ECON SS2020 Principles of Macroeconomics (3)
  - QUAN SI2600 Business Statistics I (3)
  - IST 2000 * Software Skills for Business (1)
  - * IST 2000 and BSAD TD2704 (suggested) or TBIE TD1504 or LIBS/TBE TD1704 or LIBS/TBE TD2201 will satisfy the WSU computer and information literacy requirement.

**CROSS-FUNCTIONAL CORE**

The Cross-Functional Core provides the competencies needed to analyze problems and interact with individuals from different units of an organization. The focus of the Cross-Functional Core is based upon analysis, problem solving, communication and planning. You should begin course work in the Cross-Functional Core when you have completed the Business Foundations course work. Specific classes within the Cross-Functional Core are:

- Cross-Functional Core Curriculum (19 credit hours)
  - QUAN SI2400 Business Calculus (3) or ECON 3030 Managerial Economics (3)
  - QUAN SI3610 Business Statistics II (3)
  - BSAD 3200 Legal Environment of Business (3)
  - BSAD 3330 Business Ethics & Environment (3)
  - BSAD 4620 Executive Lectures (1)
  - BSAD 4780* Strategic Management (3)
  - *BSAD 4780 should be taken near the conclusion of your studies.
and one of the following International courses:

- ACTG 3500 International Accounting (3)
- ECON 3110 International Trade (3)
- ECON 3120 International Finance & Monetary Systems (3)
- ECON 4170 Economic Development (3)
- IST 3710 Global Issues in Information Technology (3)

You will continue taking courses in this area throughout your undergraduate program. Many of the courses in the Cross-Functional Core are prerequisites for other classes. Keep this in mind as you plan your schedule; the School advisor will be happy to help you with this.
Everyone working in business needs a knowledge of these areas. Students should take course work within the Functional Core as they are completing the courses within the Major Discipline. Many of the courses in the Functional Core are prerequisites for other classes. Keep this in mind as you plan your schedule.

**MAJOR DISCIPLINE**

Different majors within the John B. Goddard School of Business and Economics designate different course work within the Major Discipline. You should consult the Degrees/Programs listing for the Major course work required in Accounting, Information Systems & Technologies, Economics, Finance, Logistics and Operations Management, Management, Human Resource Management, and Marketing. Importantly, students should begin taking courses within their major area before completing all of the courses in the Cross-Functional and Functional Cores.

**Graduation Requirements**

1. **GPA Requirement:** Candidates for minors, associate degrees, and the bachelor of arts and bachelor of science degrees must complete all prerequisite and required business and economics courses with a grade of "C-" or higher. In addition, the overall university and overall business and economics GPA must be 2.5 or higher.

2. **Residency Requirement:** Any student wishing to attain a certificate, minor, associate's degree, or bachelor's degree from the Goddard School of Business and Economics must satisfactory complete 50 percent of the total required course work and 60 percent of the upper-division requirements from the Goddard School of Business and Economics. Furthermore, any transferred credit must be approved prior to beginning the program of study. Any student pursuing a master's degree from the Goddard School may apply a maximum of 6 credit hours of graduate credit taken at other AACSB accredited institutions and completed with a grade of B- or better to the Goddard School's graduate degree requirements. Furthermore, the transferred credit must be approved prior to beginning the program of study. All candidates for degrees must be registered at WSU at least one semester following the last commencement prior to graduation.

3. **Non-business Course Requirements:** To encourage business students to seek non-business courses and thereby broaden their educational experience, the following requirements are established:
   a. Business majors must take at least 50 percent of all courses outside the John B. Goddard School of Business and Economics.

**Admissions**

All students seeking majors or minors within the John B. Goddard School of Business and Economics must be formally admitted. Only completed Admission Forms are reviewed for selection consideration. Registration for upper-division courses within the John B. Goddard School of Business and Economics is not possible until you are notified of official acceptance into the John B. Goddard School of Business and Economics. A letter will be sent to you indicating whether or not you have been accepted into the John B. Goddard School of Business and Economics. Each student must submit the following information to:

WEBER STATE UNIVERSITY  
GSBE ADMISSIONS COMMITTEE  
3801 UNIVERSITY CIRCLE  
OGDEN, UT 84408-3801

1. A copy of the acceptance letter from Weber State University Admissions Office or proof of application to Weber State University.
2. Completed John B. Goddard School of Business and Economics Admission Form.
3. Copies of transcripts of all academic institutions (high school, and from any and all colleges or universities) which you have previously attended. Note: If you are currently attending Weber State University, you must include a WSU "Student Issued" transcript. Request this transcript from the Records Office (see page 32 in this catalog).

**Advisement**

Students who have not completed the Business Foundations requirements will receive their advisement from the John B. Goddard School of Business and Economics advisor.

**Credit Policy**

1. **Obsolete Credit:** John B. Goddard School of Business and Economics credit earned more than ten years earlier than the proposed date of graduation will not be accepted toward University or major requirements unless validated through a challenge examination or department chair approval.

2. **Waiver Requests:** Any deviations from the printed John B. Goddard School of Business and Economics graduation requirements must be approved by the appropriate department chair prior to waiving, substituting, or taking the course(s) in question. Any College Tier requests must be approved by the School Advisor prior to taking 3000 level courses in the School.

**Transfer Credit Policy**

1. Students transferring within the Utah System of Higher Education (USHE) should consult Student Recruitment at (801) 626-6050 to determine which general education credits will be accepted by Weber State. Students are required to establish transfer of general education work prior to meeting with the John B. Goddard School of Business and Economics advisor and department chairs to avoid duplication of credit within the Goddard School. Once general education transfer work has been evaluated, all transfer students are advised to meet with the School advisor to determine USHE credit toward specific Goddard School requirements, address further questions, and obtain information on business courses. Only courses with a grade of "C-" or higher are eligible for credit.

2. The John B. Goddard School of Business and Economics may, or may not, accept credit from institutions not covered by the USHE Transfer Credit Guide. Students wishing to transfer non-general education credit from institutions not covered by the USHE Transfer Credit Guide must submit documentation which allows the School advisor and department chairs to assess the content of courses taken. This documentation may include: catalogs or bulletins; course outlines or syllabi; and transcripts. In the majority of cases, course credit taken at institutions accredited by the American Association of Collegiate Schools of Business will be accepted and applied to the School's graduation requirements.

3. The School may require validation for courses taken at other institutions before credit is applied to School requirements. This validation may consist of either: passing a special exam; or completing the next course in a related sequence with a grade of "C" or better. Validation is required in all instances where upper division credit is sought for lower division course work taken at another institution.

4. Students are reminded that the Weber State catalog states, "Acceptance of credit should not be confused with its application. Transfer credit may or may not apply to Weber State's graduation requirements, regardless of the number of credits obtained."
transferred. Credit other than that intended wholly to meet
general education requirements, will be applied to Weber State’s
specific degree program requirements upon the recommendation
of the appropriate department chair." This means credit that is
accepted by Weber State may, or may not, apply to specific
requirements within the John B. Goddard School of Business
and Economics.

5. Students transferring from institutions outside the U.S. should see
the John B. Goddard School of Business and Economics advisor.

CENTER FOR BUSINESS &
ECONOMIC DEVELOPMENT

**Director:** Ms. Beverly King

**Location:** Wattis Business Building, Room 218

**Telephone:** 801-626-7051

The Center for Business and Economic Development fosters a broad and continuing partnership between businesses, government agencies, and the John B. Goddard School of Business and Economics. The Center encourages and facilitates professional development opportunities for faculty and students, promotes business and economic development in the community, and serves as a community resource for entrepreneurship and small business management. As a service organization, the Center provides business and technical assistance, training and education, and information to businesses and government agencies. Specific programs and services of the Center are listed below.

Small Business Development Center

The Small Business Development Center (SBDC) is a partnership between Weber State University, the U.S. Small Business Administration, and the Utah Department of Community and Economic Development. The SBDC provides a wide variety of seminars, workshops and courses in small business and entrepreneurship, as well as management assistance to small and emerging businesses in Northern Utah. Areas of consultation include business assessment and planning, marketing research and strategy, financial analysis and planning, debt and equity funding development, information technology, and human resource management.

Procurement Technical Assistance Center

The Procurement Technical Assistance Center provides information and assistance to Utah businesses interested in marketing their products and/or services to federal, state and local governments. Services include seminars, workshops and individualized counseling on all aspects of the government marketing and procurement process. This program is a partnership between Weber State University, the Utah Department of Community and Economic Development, and the United States Department of Defense.

Small Business Institute

The Small Business Institute (SBI) uses teams of senior-level or graduate students to provide management consulting and technical assistance to small business concerns. Students participating in the program receive university credit and the opportunity to apply their knowledge and skills in a real-world setting. Participating businesses receive management assistance at no charge.

Child Center for Entrepreneurship

The William H. Child Center for Entrepreneurship supports the education of students in the creation of new business organizations, whether start-up firms, joint ventures or new subsidiaries of existing companies. Specific programs sponsored by the Center include the Utah Collegiate Entrepreneur Award program, an annual student business plan competition, outreach entrepreneurship education programs in area high schools, and student organizations, such as the Collegiate Entrepreneurs Organization (CEO) and Students in Free Enterprise (SIFE).

Business and Economic Services

In addition to these on-going programs, the Center for Business and Economic Development encourages and facilitates other training and consulting activities on the part of the faculty of the John B. Goddard School of Business and Economics. By matching faculty interests and expertise with the needs of the community, the Center provides professional development opportunities for faculty and cost-effective technical assistance to client organizations.

INTERNATIONAL PROGRAM

The John B. Goddard School of Business and Economics offers a number of curricular programs and study opportunities designed to enhance the global expertise of our students.

- Study abroad programs to China, Hong Kong, South-east Asia, Latin America, Africa, and Europe are regularly offered through the WSU Foreign Language Department, WSU Asian Studies Alliance and other academic departments on campus.

- The John B. Goddard School of Business and Economics signed a cooperative agreement with Fachhochschule Hof of the Federal Republic of Germany. Under the terms of the agreement, our students can enroll at Fachhochschule Hof without any additional tuition charge. The same privilege is extended to Hof students who enroll at WSU. Each year WSU students will spend a term as students at Fachhochschule Hof and students from Fachhochschule Hof will spend a term at WSU taking business courses.

- The School offers an International Certificate which may be awarded with a baccalaureate degree offered by the School. This program is described below.

CERTIFICATE PROGRAMS

INTERNATIONAL BUSINESS AND ECONOMICS

**INSTITUTIONAL CERTIFICATE**

A student graduating with a Bachelor's Degree in Business or Economics may apply for a certificate of competency in International Business and Economics provided he or she has fulfilled the following criteria:

Completion of a program of study approved by the International Program Advisor. This will entail a minimum of 12 credit hours of course work at a GPA of at least 2.5 from the following list of courses:

- ACTG 3500 International Accounting (3)
- BSAD 3600 [World Region] Business & Society (3)
- ECON 3110 International Trade (3)
- ECON 3120 International Finance & Monetary Systems (3)
- ECON 4170 Economic Development (3)
- IST 3710 Global Issues in Information Technology (3)
- MGMT 3400 International Business (3)
- MGMT 3550 Cultural Environment (3)
- MKTG 3600 International Marketing (3)
- ACTG/MGMT/IST 4801-4803 Independent Study (1-3)
- ACTG/MGMT/IST 4810 Experimental Courses (varies)
INTERNATIONAL BUSINESS AND ECONOMICS (LANGUAGE EMPHASIS)

A student graduating with a Bachelor's Degree in Business or Economics may apply for a certificate of competency in International Business and Economics (Language Emphasis) provided he or she has fulfilled the following criteria:
1. Satisfaction of the requirements for the Certificate in International Business (see previous page).
2. Testing at the "Intermediate High" level, or better, on the ACTFL (American Council on Teaching of Foreign Languages) exam, or the departmental language proficiency test, in the chosen language.
3. Completion of the appropriate language for business sequence (2 courses). If the chosen language has only one language for business course, completion of a substitute course approved by the Department of Foreign Languages.
4. Completion of FL DV3550 (Studies in Culture and Civilization) for the chosen language.

INFORMATION SYSTEMS & TECHNOLOGIES

A student may apply for a certificate in Information Systems & Technologies provided he or she has fulfilled the following criteria:
1. The following courses are required (9 credit hours): IST 6610 Information and Communications Technologies for e-Business (3) IST 6620 Databases & Information Systems (3) IST 6630 Networking & Information Systems (3)
2. Bachelor of Arts (B.A.), a Bachelor of Science (B.S.) or a Master of Professional Accountancy (M.Acc.) or Master of Business Administration (M.B.A.) degree from Weber State University, John B. Goddard School of Business and Economics or any AACSB accredited business school. Any student who has been admitted to the MACC or the MBA program is also eligible for this certificate.

ENTREPRENEURSHIP

A student may apply for a certificate in Entrepreneurship provided he or she has met all of the following requirements:
1. Concurrent or previous completion of a Bachelor of Arts (B.A.) or a Bachelor of Science (B.S.) degree from the John B. Goddard School of Business & Economics or any other AACSB accredited business school.
2. Completion of a specified program of at least 12 semester hours of upper division business coursework, as approved by the entrepreneurship area faculty. Coursework shall include BSAD 4500: Entrepreneurship and at least 9 additional credit hours selected to satisfy the experiential requirement listed below and to support the specific field in which the student plans to pursue an entrepreneurial career. The GPA for this coursework must be at least 2.50.
3. Completion of an experiential learning component relating to an entrepreneurial venture. This requirement can be satisfied through any of the following:
   a. completion of BSAD 4680: Senior Consulting Projects;
   b. completion of an approved business internship;
   c. completion of a class project on behalf of an entrepreneurial client.
4. Presentation and defense of a comprehensive business plan for an entrepreneurial venture. This presentation will be made before a panel of faculty from the John B. Goddard School of Business & Economics and representatives from the business community.

MASTER OF BUSINESS ADMINISTRATION (MBA)

The Master of Business Administration program is intended for working adults who wish to advance in their careers. The MBA program is designed to enhance general management abilities and provides an opportunity to further develop functional business skills. Our general management graduate curriculum consists of "hybrid courses" that combine traditional classroom instruction with online educational tools.

» Program Prerequisite: Applicants must possess a bachelor's degree from a regionally accredited institution or be in the final stage of completing the undergraduate degree. Completion of a course in college algebra or equivalent is required to enroll in MBA courses. Basic computer competency is also required.

» Grade Requirements: To earn the MBA degree, candidates must complete all MBA program courses with a grade of "C-" or higher. In addition, the overall program GPA must be 2.7 or higher. An elective course in which a grade lower than C- is earned may be repeated or another elective may be taken in its place. Failure to maintain a 2.7 grade point average, or 2 consecutive course sessions where a grade lower than B- has been earned, will result in academic probation in accordance with departmental policies.

» Credit Hour Requirements: The MBA degree ordinarily requires a minimum of 36 semester hours of graduate work for persons with a recent undergraduate business degree from an AACSB-accredited school. Individuals with business undergraduate degrees from non-AACSB-accredited schools may be required to complete additional foundations coursework contingent on departmental analysis of their undergraduate transcripts. For persons with a non-business undergraduate degree, the program typically requires 55 semester hours, although this may be reduced somewhat based on previous coursework. Specific program and course requirements are shown below.

Major Field Exemption

Students with business-related undergraduate degrees are exempted from the required MBA course in their major field of study (e.g. accounting, finance, logistics, economics, marketing, management information systems, human resources) and will take an additional elective MBA course in its place.

The MBA Program Director must approve each MBA student's plan of study. The plan of study will show all courses necessary to meet the degree requirements. A formal plan of study will be filed when a student is accepted into the program.

Non-MBA Electives

Qualified students may take up to three MACC (Master's of Accounting) courses as MBA electives, counting nine credit hours toward their MBA elective requirements. MBA students may also use up to two courses in the WSU Graduate Certificate of Health Administrative Services program, counting six credit hours toward their MBA elective requirements.

Transfer Credits/Residency Requirements

The minimum residency requirements for the Goddard School MBA Program is two-thirds of the required number of credit hours for undergraduate business majors (the 36-hour track) and for non-
business majors (the 55-hour track). Students who have completed business-related graduate coursework at another AACSB-accredited institution may apply for transfer of graduate credits to satisfy their Goddard School MBA program of study, the number of transfer credits not to exceed the minimum residency requirements for the 36-hour or 55-hour program tracks (see above). All transfers are subject to program approval. The transfer of graduate credits from non-AACSB-accredited institutions will be considered on a case-by-case basis.

Time to Degree Completion

MBA students have a maximum of six calendar years to complete their degree completion requirements, starting from the first semester during which the student has registered for and begun taking classes. Students who exceed this requirement may submit a letter of appeal to the MBA Program Director to request that this requirement be waived. Students who fail to enroll in MBA courses for three consecutive semesters must apply for readmission to the program.

Admission Requirements

In addition to the program prerequisite specified above, the primary criteria in determining eligibility for admission to the John B. Goddard School of Business and Economics MBA program are: previous academic achievement, performance on the Graduate Management Admission Test (GMAT), and other factors such as work experience and career progression. The ideal applicant will present a strong overall previous academic record, strong letters of recommendation, and an above average total GMAT score, including high achievement on the verbal, quantitative, and analytical writing assessments.

Applicants must submit a completed application form and current resume, as well as transcripts from every institution of higher education attended. Letters of recommendation from appropriate professional and/or academic references are also required. Each applicant is considered on an individual basis. The MBA program will have limited enrollment. Any applicant who is admitted while other courses or programs are still in process of completion is admitted conditionally.

Additional Admission Requirements for International Students:

All international students and any applicant educated outside the U.S. must demonstrate proficiency in English. Those whose native language is not English, or whose language of instruction for their undergraduate degree was not English, will be required to submit a score from the Test of English as a Foreign Language (TOEFL) which is not more than two years old and on which a score of no less than 550 (paper-based) or 213 (computer-based) has been earned.

MBA Program Requirements for Students with a Non-Business Undergraduate Degree

Foundations (13 credit hours)

Prerequisites: Admission to MBA program and college algebra or equivalent.

- MBA 6010 Legal & Regulatory Environment of Business (3)
- MBA 6020 Financial and Managerial Accounting (3)
- MBA 6040 Managerial Economics (3)
- MBA 6041* Quantitative Methods (4)

*MBA 6041 will be split into two separate courses. Refer to the online catalog at weber.edu/catalog for updated information.

Other Required Courses (24 credit hours)

- MBA 6110 Tools for the Effective Manager (3)
- MBA 6120 Organizational Behavior (3)
- MBA 6130 Financial Management (3)
- MBA 6140 Marketing Strategy (3)
- MBA 6150 Logistics/Operations Management (3)
- MBA 6210 Management Accounting and Control (3)
- MBA 6310 Information Technology in the Enterprise (3)
- MBA 6410 Global Macroeconomic Conditions (3)

Electives (select 15 credit hours)

- MBA 6160 Applications of Decision Modeling (3)
- MBA 6170 Corporate Communications (3)
- MBA 6420 The Economics of Industry (3)
- MBA 6510 Investment Analysis & Portfolio Management (3)
- MBA 6520 International Business Field Studies (3)
- MBA 6530 E-Business (3)
- MBA 6540 Negotiations (3)
- MBA 6550 Managing and Improving Quality (3)
- MBA 6560 Business/Market Planning Using Online Resources (3)
- MBA 6680 Graduate Consulting Project (3)
- MBA 6800 Directed Study (1-3)
- MBA 6810C Business and Environmental Sustainability (3)

Capstone (3 credit hours)

- MBA 6180 Strategic Management (3)

Fast-Track MBA Program Requirements for Students with an Undergraduate Business Degree

The Fast-Track MBA program is open only to students who have completed an undergraduate business degree from an AACSB accredited school within the past 10 years.

Required Courses (24 credit hours)

- MBA 6110 Tools for the Effective Manager (3)
- MBA 6210 Management Accounting and Control (3)
- MBA 6120 Organizational Behavior (3)
- MBA 6130 Financial Management (3)
- MBA 6140 Marketing Strategy (3)
- MBA 6150 Logistics/Operations Management (3)
- MBA 6310 Information Technology in the Enterprise (3)
- MBA 6410 Global Macroeconomic Conditions (3)

Electives (select 9 semester credits)

- MBA 6160 Applications of Decision Modeling (3)
- MBA 6170 Corporate Communications (3)
- MBA 6420 The Economics of Industry (3)
- MBA 6510 Investment Analysis & Portfolio Management (3)
- MBA 6520 International Business Field Study (3)
- MBA 6530 E-Business (3)
- MBA 6540 Negotiations (3)
- MBA 6550 Managing and Improving Quality (3)
- MBA 6560 Business/Market Planning Using Online Resources (3)
- MBA 6680 Graduate Consulting Project (3)
- MBA 6800 Directed Study (1-3)
- MBA 6810C Business and Environmental Sustainability (3)

Capstone (3 credit hours)

- MBA 6180 Strategic Management (3)

Please refer online to goddard.weber.edu/dp/mba for a suggested course sequence.

MBA Program Requirements for Students with a Non-Business Undergraduate Degree

Foundations (13 credit hours)

Prerequisites: Admission to MBA program and college algebra or equivalent.

- MBA 6010 Legal & Regulatory Environment of Business (3)
- MBA 6020 Financial and Managerial Accounting (3)
- MBA 6040 Managerial Economics (3)
- MBA 6041* Quantitative Methods (4)

*MBA 6041 will be split into two separate courses. Refer to the online catalog at weber.edu/catalog for updated information.

MBA Program Requirements for Students with a Non-Business Undergraduate Degree

Electives (select 15 credit hours)

- MBA 6160 Applications of Decision Modeling (3)
- MBA 6170 Corporate Communications (3)
- MBA 6420 The Economics of Industry (3)
- MBA 6510 Investment Analysis & Portfolio Management (3)
- MBA 6520 International Business Field Studies (3)
- MBA 6530 E-Business (3)
- MBA 6540 Negotiations (3)
- MBA 6550 Managing and Improving Quality (3)
- MBA 6560 Business/Market Planning Using Online Resources (3)
- MBA 6680 Graduate Consulting Project (3)
- MBA 6800 Directed Study (1-3)
- MBA 6810C Business and Environmental Sustainability (3)

Capstone (3 credit hours)

- MBA 6180 Strategic Management (3)

Please refer online to goddard.weber.edu/dp/mba for a suggested course sequence.

MBA Program Requirements for Students with a Non-Business Undergraduate Degree

Electives (select 15 credit hours)

- MBA 6160 Applications of Decision Modeling (3)
- MBA 6170 Corporate Communications (3)
- MBA 6420 The Economics of Industry (3)
- MBA 6510 Investment Analysis & Portfolio Management (3)
- MBA 6520 International Business Field Studies (3)
- MBA 6530 E-Business (3)
- MBA 6540 Negotiations (3)
- MBA 6550 Managing and Improving Quality (3)
- MBA 6560 Business/Market Planning Using Online Resources (3)
- MBA 6680 Graduate Consulting Project (3)
- MBA 6800 Directed Study (1-3)
- MBA 6810C Business and Environmental Sustainability (3)

Capstone (3 credit hours)

- MBA 6180 Strategic Management (3)
Financial and Managerial Accounting (3)
A general study of the use of accounting information by internal and external decision makers with emphasis on the use of accounting information by managers of an entity. Topics covered include the accounting cycle, the basic financial statements, inventories, long-term liabilities, cost concepts and behaviors, cost-volume-profit analysis, and financial statement analysis.

Managerial Economics (3)
This course develops the basic concepts and analytical tools of economics which include opportunity cost, marginal analysis, constraints, and optimizing behavior. Applications include theories of the firm, its organizational architecture, transactions costs, markets, pricing, and other managerial issues.

Quantitative Methods (4)
In business, decisions are made regularly in an environment where the decision maker is not certain of the factors that will eventually determine the success or failure of a current action. In this course, we do not deal with questions of what is, but of what could be, what might be, or what probably is. To understand how to deal with issues of uncertainty, we study probability, risk, and statistics. We will analyze relationships between variables, and learn how to forecast economic and business data. Topics include probability theory, statistical inference, hypothesis testing, analysis of variance, and regression analysis.

MBA 6041 will be split into two separate courses. Refer to the online catalog at weber.edu/catalog for updated information.

Tools for the Effective Manager (3)
This course is designed to be taken at the beginning of formal course work in the MBA program. Students will explore various aspects of moral reasoning and apply these concepts to common ethical issues faced in business. Students will work individually and in groups to explore issues of personal values, self-awareness, teamwork, communication, managing differences, and career management. Students in this course will be introduced to analytical, communication, and technological tools used throughout the program.

Organizational Behavior (3)
This is a course for graduate students who have already been exposed to the principles of management and organizational behavior and who are now seeking a more advanced preparation for the behavioral role of the manager. It offers a critical review of the factors that influence behavior within the organizational setting. Behavioral concepts are emphasized which particularly relate to group dynamics, interpersonal relations, and ultimately, organizational effectiveness. In short, this course deals with the human aspects of management—the kinds of problems most frequently experienced in day-to-day interaction with others. The format will include discussions, group and individual exercises, case studies, and student reports.

Financial Management (3)
Financial Management is a detailed presentation of the practices, techniques, and applications of theory in corporate finance. The focus is an understanding of how companies operate and acquire the tools necessary to analyze and evaluate corporate financial policies. Cases and applied research in the form of outside readings will assist students to focus on key issues.

The purpose of the course is to assist current and prospective managers in making better investment and financing decisions. The course addresses (1) the investment decision (capital budgeting) as well as (2) the financing decision. Class discussion and cases will focus on capital budgeting and specifically on the establishment of goals, development of strategy, identification of investment opportunities, evaluation of projects, implementation of projects, and the monitoring processes. Shareholder wealth maximization is the standard for determining why one decision is "better" than another. The ethical considerations of wealth maximization will also be addressed. Prerequisite: MBA 6020 and 6041; or equivalent coursework in accounting and statistics.

Marketing Management (3)
This course centers on creating customer value profitability in competitive markets. In an integrative fashion, it covers analyzing customer needs and preferences; estimating market potential; assessing market opportunities and threats in view of the focal company's and its competitors' resources and capabilities; developing market and marketing strategies; making astute product, pricing, distribution, and promotion decisions; and measuring marketing performance. Pedagogical vehicles include lectures, reading assignments, and case-based discussions and reports.

Logistics/Operations Management (3)
"Manufacturing of the future will be required to meet customer-driven demand instantaneously." The future is now! The requirements for faster response, more customer input, and greater product variety have not diminished, but instead have escalated. This course builds upon basic production and operations management knowledge to meet the needs of customers generated in today's global market. It is designed to enhance the student's understanding of how to analyze problems related to design, planning, control, and improvement of manufacturing and service operations. Topics include, but are not limited to, supply chain management, materials management, production planning and control, scheduling, capacity and facilities planning, manufacturing strategy, and global operations. Prerequisite: MBA 6041 or equivalent coursework in statistics.

Applications of Decision Models (3)
This course presents a rigorous treatment of quantitative decision-making with emphasis on data collection, analysis, and model building. This course emphasizes experience in structuring realistic business problems, collecting data, developing an appropriate model for analysis, and interpreting and defending results. A number of cases are employed. Prerequisite: MBA 6041 or equivalent coursework in statistics.

Corporate Communications (3)
The focus of this course is to develop an integrated corporate communications program in organizations which will provide effective communication both to internal and external stakeholders. Among the topics to be discussed are corporate image and identity, corporate advertising and advocacy, media relations, marketing, communication, financial communication, community relations, corporate philanthropy, government affairs and crisis communication. Attention will also be given to effective communication internally through various methods, such as meetings, programs and publications.

Strategic Management (3)
This course takes a broad view of the entire organization. In some instances, the organization will have one line of business. In other cases, the organization may be a large diversified corporation with many lines of business. We will examine the strategic issues facing diversified corporations including vertical integration, diversification into related and unrelated businesses, and operating synergies. Prerequisites: MBA 6130, 6140, 6150 and 6410.

Management Accounting and Control (3)
This course is designed to introduce the student to the concepts and procedures of managerial accounting through readings and case
studies. The course emphasizes the use of accounting data in the decision-making process by internal decision-makers (e.g., management), rather than external decision-makers (e.g., stockholders, investors, creditors, and regulatory bodies). The course topics include cost terms and concepts, job-order costing, activity-based costing, quality management, cost behavior, cost-volume-profit analysis, profit planning, relevant costs, capital budgeting, cost allocation, and pricing. Prerequisite: MBA 6020 or equivalent coursework in accounting.

**MBA 6310. Information Technology in the Enterprise (3)**
Information technology from an enterprise perspective with an orientation toward the management of technology for competitive/strategic advantage. Managers will be increasingly responsible for making decisions with respect to implementing new technology. This course will provide the background knowledge to enable managers in traditional business units to function as full participants in decisions involving the purchase and application of technology to create a business advantage.

**MBA 6410. Global Macroeconomic Conditions (3)**
This course will focus on the impact of global macroeconomic conditions on firm decision-making. To review and analyze current macroeconomic topics, a theoretical framework is developed, from the start showing the linkages among national economies. This framework is used to analyze and forecast business cycles, interest rates, exchange rates, causes of trade deficits, short- and long-term consequences of fiscal and monetary policy decisions, and the globalization of financial markets. Examples from different countries are used to enhance knowledge of the world economy. Prerequisite: MBA 6040 or equivalent coursework in economics.

**MBA 6420. The Economics of Industry (3)**
This course will focus on the behavior of the individual firm in different market settings, competitive and imperfectly competitive. We are concerned with the strategic behavior of firms under different industry structures as they struggle with the pressures of competition. Students will study how differing levels of the firm’s market power impacts pricing and output policies, product differentiation, and barriers to entry. In addition, the student will learn the basics of game theory and use it to analyze the strategic behavior of firms. Topics will include different types of pricing strategies including price discrimination, pricing of product lines, predatory pricing, peak load pricing, and entry deterrence. Issues of non-price competition such as research and development, information, externalities, moral hazard, and firm structure will also be discussed. The course includes both supplemental readings designed to illustrate real-world applications of the theoretical principles developed as well as in-class experiments in strategic behavior designed to illustrate certain theoretical conclusions. Prerequisite: MBA 6040 or equivalent coursework in economics.

**MBA 6510. Investment Analysis and Portfolio Management (3)**
This course engages class participants in a detailed study of the practices, techniques, policies and applications of theory in investments. Emphasis will be on an understanding of security markets, analysis, asset allocation, portfolio management and evaluation. Students will examine and apply investment tools and evaluate financial policies. Cases and applied research in the form of outside readings will assist students to focus on key issues and current topics. Prerequisite: MBA 6130 Financial Management.

**MBA 6520. International Business Field Studies (3)**
This course integrates international travel and site visits with the study of international business topics. Through readings, assignments, discussions, and visits to important business and cultural sites in the destination countries, the course builds understanding and competence in international business practices and managing across cultures. This course entails travel expenses beyond regular tuition and may be repeated when offered to a different world region.

**MBA 6530. E-Business (3)**
The Internet has become an important influence in the world. Business on the internet, in terms of operations, marketing, security, etc., has increased concomitantly in influence. This course will provide a foundation for understanding the possibilities and potential pitfalls for doing e-business. Recommended: MBA 6140 Marketing Strategy and MBA 6150 Logistics/Operations Management.

**MBA 6540. Negotiations (3)**
The purpose of this course is to provide opportunities for class participants to develop their negotiating abilities for use in organizational and other settings. The course is premised on the assumption that negotiating concepts are best learned through practice which is grounded in rigorous analysis and reflection. While theoretical principles and concepts from various reference disciplines (such as social psychology, sociology, and economics) will be presented through lectures and readings, this course will focus primarily on improving practical skills. Class participants will not only learn to enhance their individual abilities in dyadic and group situations, but also to analyze contexts for the most effective application of these skills.

**MBA 6550. Managing and Improving Quality (3)**
This course examines how organizations can gain competitive advantage by improving the quality and productivity of their business processes, manufactured goods and service outputs. Customer-focused approaches for defining, controlling and improving processes are emphasized, together with other concepts and approaches of quality management. Specific topics include process analysis, problem-solving methods, variability and statistical process control, performance measurement, and quality management systems. Guest lectures from industry professionals, experiential learning exercises and cases from manufacturing and service industries will assist students in understanding key issues and current topics. Prerequisite: MBA 6040 or equivalent coursework in statistics.

**MBA 6560. Business/Market Planning Using Online Resources (3)**
In this hands-on project-oriented course, students learn to (1) develop and write effective business/marketing plans and (2) use online resources to gather pertinent market, competitor, and environmental information. Students may develop a business/marketing plan for an existing business or for a potential start-up of interest to them. Alternatively, they may write a business/marketing plan and conduct requisite research and data analyses for a business suggested by the course instructor. Learning is facilitated primarily via practical discovery exercises, an extensive term project, and coaching. Although lectures and reading assignments serve to convey essential background knowledge, especially during the first half of the course, much class time is devoted to working on plans in teams under the instructor’s guidance. Prerequisite: MBA 6140 or equivalent.

**MBA 6680. Graduate Consulting Project (3) F, S**
Graduate students are given the opportunity to consult with an existing organization, make recommendations for improvements, and assist in implementing changes in the organization. Students meet periodically with supervising faculty to review results. Prerequisite: Instructor approval.
MBA 6800. Directed Study (1-3)
Directed individual study and research on special topics related to business. May be repeated for a cumulative total of three credits.
Prerequisite: Written approval of MBA program and instructor.

SCHOOL OF ACCOUNTANCY

Chair: Dr. Ronald M. Mano
Location: Wattis Business Building, Room 221
Telephone: Heather Farley, 801-626-6072
Professors: Jefferson T. Davis, E. DeVon Deppe, David Durkee, Ronald M. Mano, Richard E. McDermott, Allen F. Simkins, James G. Swearingen; Associate Professors: Larry Deppe; Assistant Professors: Matthew Mouritsen, Ryan H. Pace, Sandra Lee Swearingen; Instructor: Loisanne Kettelman

The School of Accountancy: (1) provides quality graduate and undergraduate instructional programs that prepare students for professional careers; (2) advances knowledge in accounting and business-related disciplines through instructional improvement and basic applied research; and (3) serves the school, college and university, and the business and economic community.

The field of accounting encompasses the well-recognized profession of public accounting including auditing, management advisory services, and tax services; professional careers in industry such as management accounting (controllership), cost accounting, and internal auditing; careers in various governmental agencies and other accounting and business-related fields. Accounting is defined as the process of gathering, classifying, interpreting, and presenting information for decision-making purposes to diversified user groups.

Professionals in public accounting in Utah require 30 semester hours beyond a baccalaureate degree. Students should take advantage of opportunities to prepare themselves to sit for one of the professional examinations (such as Certified Public Accountant, Certified Management Accountant, and/or Certified Internal Auditor) at the culmination of their accounting program.

MASTER OF ACCOUNTING (MACC)
Changes to this program (included in the text below) are pending approval from the Utah State Board of Regents. Please contact the School of Accountancy for updated information.

An accounting professional in today's environment must possess a high level of technical competence, a sense of commitment to service, communication skills, analytical skills, and the ability to work well with people. To obtain the required body of knowledge and to develop the skills and abilities needed to be successful accounting professionals, serious consideration must be given to study beyond a four-year baccalaureate program. The Master of Accounting (MACC) Program provides an additional year of training for the professional accountant. In addition, the MACC satisfies the requirements of the Utah Certified Public Accountant Licensing Act for those wishing to sit for the Uniform CPA Examination. It gives the students an opportunity to increase the depth of their understanding in key areas and allows a broadening of perspective by providing course work in a variety of areas that cannot be considered in an undergraduate program due to time constraints.

Grade Requirements: A MACC student must complete all MACC program courses, including electives, with a grade of "C" or higher. In addition, the overall program GPA must be 3.0 or higher.
Tax Track (30 credit hours)
All MACC students in the Tax Track are required to complete the following courses:
MACC 6400 Tax Research & Planning (3)
MACC 6420 Taxation of Gifts, Estates, & Trusts (3)
MACC 6430 Advanced Individual Tax Problems (3)
MACC 6460 Corporate Taxation (3)
MACC 6470 Partnership Taxation (3)
And at least one of the following:
MACC 6440 Exempt Entities and State & Local Taxation (3)
MACC 6480 Retirement Planning (3)
MACC 6490 Advanced Corporate Taxation (3)
In addition to meeting the requirements set forth above, MACC students in the Tax Track are required to complete at least 2 three-hour non-tax MACC courses.

MACC 6410. International Taxation (3)
Principles of U.S. taxation applicable to inbound and outbound international transactions. Also covers issues related to international tax treaties. Prerequisite: ACTG 3400 or equivalent.

MACC 6420. Taxation of Gifts, Estates, & Trusts (3)
Principles of estate & gift taxation and valuation. Also includes wills and intestate succession and income taxation of estates and trusts. Prerequisite: ACTG 3400 or equivalent.

MACC 6430. Advanced Individual Tax Problems (3)
In-depth coverage of advanced individual tax issues such as alternative minimum tax, loss limitations, real estate transactions, stock options, employment taxes, tax credits, charitable contributions, interest classification, related-party transactions, and timing of income/loss recognition. Prerequisite: ACTG 3400 or equivalent.

MACC 6440. Exempt Entities and State & Local Taxation (3)
Nonprofit corporations, public charities, private foundations, excise taxes, unrelated business income, and compliance issues for tax-exempt entities. State income taxation, nexus, constitutional limitations, sales tax, excise tax, property tax, and other current state and local tax issues. Prerequisite: ACTG 3400 or equivalent.

MACC 6460. Corporate Taxation (3)
Income taxation of corporations and shareholders. Includes in-depth analysis of tax issues related to corporate formations, operations, distributions and liquidations. Also covers the taxation of S corporations. Prerequisite: ACTG 3400 or equivalent.

MACC 6470. Partnership Taxation (3)
Income taxation of partnerships and partners. Includes in-depth analysis of tax issues related to partnership formations, operations, distributions and liquidations. Also covers issues related to limited liability companies. Prerequisite: ACTG 3400 or equivalent.

MACC 6480. Retirement Planning (3)
Consideration of tax, insurance, investment and estate planning principles from a retirement perspective. Includes discussion of sources of retirement income and anticipated retirement expenses. Prerequisite: ACTG 3400 or equivalent.

MACC 6490. Advanced Corporate Taxation (3)
In-depth coverage of advanced corporate tax topics such as tax-free corporate reorganizations, taxable stock acquisitions, taxable asset acquisitions, affiliated groups, consolidated returns, and corporate tax shelters. Prerequisite: ACTG 3400 or equivalent; Recommended: MACC 6460.

MACC 6560. Advanced Auditing and Assurance Services (3)
Advanced topics of auditing and assurance services including professional and technical aspects of auditing practice, introduction to SEC, ethics and legal responsibilities, fraud, recent auditing developments, sampling techniques for decision making, internal control, and risk assessment.

MACC 6570. Information Systems Auditing (3)
Methods, techniques, controls, and procedures used in the audit of computerized accounting systems.

MACC 6580. Internal Auditing (3)
Internal audit profession, internal control, risk assessment, evidence gathering, audit management, internal/external auditor relations, environmental auditing and federal sentencing guidelines, and audit reporting.
MACC 6610. Advanced Accounting Information Systems (3)
An advanced study of accounting information systems including general ledger, principles, tools, and techniques for controls, database systems, management query, and data analysis tools and systems. Course integrates projects and case studies where applicable.

MACC 6801, 6802, 6803. Individual Study (1, 2, 3)
Individual work or work in small groups, by arrangement, on special topics not included in the announced course offerings. Prerequisite: Approval of Graduate Coordinator and Instructor.

MACC 6991, 6992, 6993. Lecture Seminar (1, 2, 3)
Lecture and discussion of current accounting topics by individuals from business and industry.

ACCOUNTING MAJOR

BACHELOR DEGREE (B.S. OR B.A.)

Program Prerequisites: All Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON SS2010, ECON SS2020, IST 2000, and QUAN SI2600. These prerequisites are referred to collectively as "Business Foundations." All Accounting courses numbered above 3000 require Business Foundations except ACTG 3110, 3400, and 3500. (Refer to John B. Goddard School of Business & Economics Requirements on pages 156-159.)

Minor: Not required.

Grade Requirements: Candidates for the bachelor of arts and bachelor of science degrees must complete all prerequisite and required business and economics courses with a grade of "C-" or higher. In addition, the overall business and economics GPA must be 2.5 or higher.

Credit Hour Requirements: A total of 123 credit hours is required for graduation. In keeping with accreditation requirements, one-half must be taken outside the John B. Goddard School of Business and Economics.

Advisement
Advisement is required. See or call the John B. Goddard School of Business and Economics Advisor, Patti Sanchez, in WB 211 (801-626-6534) and/or School of Accountancy in WB 221 (801-626-6072). Contact the School of Business & Economic advisor for information on transfer credits, business foundations courses, and admission application. Advising information in major selection, major requirements, and admission applications is provided by the School of Accountancy.

Please feel free to call or stop by the office to obtain the School of Accountancy "Student Information Brochure." All School of Accountancy faculty are available during their office hours to individually advise students.

Admission Requirements
An application is necessary for all majors and minors in the John B. Goddard School of Business and Economics. Students must complete an application for admission to the John B. Goddard School of Business and Economics which may be obtained in WB 211 or WB 221 or by calling the School of Business & Economics advisor (801-626-6534) or the School of Accountancy staff (801-626-6072).

General Education
Refer to pages 36-41 for either Bachelor of Science or Bachelor of Arts requirements. The following courses required for the Accounting major also will satisfy general education requirements: ENGL EN1010 and ENGL EN2010 (Composition); MATH QL1050 (Quantitative Literacy); BTRY LS1403 (Life Science); ECON SS2010 and ECON SS2020 (Social Science); ECON AH1740 is recommended to fulfill the Senate Bill Requirement in American Institutions.

MATH QL1050 is, in addition to being a specific requirement in the John B. Goddard School of Business and Economics, a prerequisite for ECON SS2010, QUAN SI2400, and QUAN SI2600. Students seeking a major within the John B. Goddard School of Business and Economics should plan to take the necessary mathematics courses as early as possible in their program of study. MATH QL1050 may be taken on a credit/no credit basis.

Course Requirements for B.S. or B.A. Degree

John B. Goddard School of Business & Economics Requirements
Liberal Support Curriculum (13 or 14)
Business Foundations (13)
Business Cross-Functional Core (19)
Business Functional Core (15)

Required Courses (36 credit hours)
All course prerequisites must be met. Refer to the course descriptions for required prerequisites.

ACTG 3110 Intermediate Financial Accounting I (3)
ACTG 3120 Intermediate Financial Accounting II (3)
ACTG 3300 Cost Accounting (3)
ACTG 3400 Taxation of Individuals (3)
ACTG 3500* International Accounting (3)
ACTG 3750 Accounting & Information Systems (3)
ACTG 4510 Auditing (3)
ACTG 5130 Advanced Accounting (3)
ACTG 5440 Intro to Corporate & Partnership Taxation (3)
BSAD 4210 Survey of Business Law (3)
IST 3110 Info Technology for Business (3)
TBE 3250 Business Communications (3)

*Accounting 3500 satisfies the International requirement under the Cross-Functional Core as well as the Required Major course requirement.

Oral Communications Elective (3 credit hours)
Select one of the following
COMM HU1020 Principles of Public Speaking (3)
COMM HU2110 Intro to Interpersonal & Small Group Communication (3)
COMM 2270 Argumentation & Debate (3)
COMM 3070 Performance Studies (3)
COMM 3100 Small Group Communication Theory & Application (3)
COMM 3120 Advanced Public Speaking (3)

Suggested Course Sequence
Please refer to this program in the on-line catalog (weber.edu/catalog) and/or contact the department for a suggested course sequence.

ACCOUNTING

MINOR

Grade Requirements: Candidates for minors must complete all prerequisite and required Business and Economics courses with a grade of "C-" or higher. In addition, the overall University and overall Business and Economics GPA must be 2.5 or higher.

Credit Hour Requirements: A total of 37 credit hours is required.

Of the 37 hours, 24 hours are accounting classes and the remaining classes are support courses. For the John B. Goddard School of Business and Economics majors, this represents an additional 18 credit hours of course work beyond requirements in major field.
This minor is available to all students. Business students must complete the minor requirements in addition to all major requirements. Approval of a minor program by the School of Accountancy is required. All prerequisites for required courses must be satisfied.

Course Requirements for Accounting Minor

Courses Required (24 credit hours)

ACTG 2010* Survey of Accounting I (3)
ACTG 2020* Survey of Accounting II (3)
ACTG 3110 Intermediate Financial Accounting I (3)
ACTG 3120 Intermediate Financial Accounting II (3)
ACTG 3300 Cost Accounting (3)
ACTG 3400 Taxation of Individuals (3)
ACTG 3750 Accounting & Information Systems (3)
ACTG 4510 Auditing (3)

Support Courses Required (13 credit hours)

QUAN SI2600* Business Statistics I (3)
ECON 2010* Principles of Microeconomics (3)
ECON 2020* Principles of Macroeconomics (3)
IST 2000* Software Skills for Business (1)
LOM 3050 Operation & Logistic Management (3)

*Required for all John B. Goddard School of Business and Economics majors.

UNDERGRADUATE ACCOUNTING COURSES - ACTG

**ACTG 1010. Practical Accounting & Taxes (3)**

A pragmatic look at financial accounting and federal taxes as they relate to the individual's personal life. Designed for non-accounting majors.

**ACTG 2010. Survey of Accounting I (3) F, S**

Introduction to accounting information, the basic accounting cycle, and consideration of selected financial statement topics. The course emphasizes the uses and limitations of accounting information in economic decision-making, as well as problem-solving, oral and written communication skills, and computer skills.

**ACTG 2020. Survey of Accounting II (3) F, S**

Further consideration of selected financial statement topics. Analysis of cost behavior and the uses and limitations of accounting information in planning, controlling, and decision-making processes. Emphasizes skills in problem-solving, oral and written communication, and computer skills. Prerequisite: ACTG 2010.

**ACTG 2891, 2892, 2893. Coop Work Experience (1, 2, 3) F, S**

Open to students meeting criteria established from time to time by the department and on file either in the department or the cooperative education office. Provides academic credit for selected on-the-job experience. Grade and amount of credit will be determined by the department. Prerequisite: Instructor Approval.

**ACTG 2921, 2922, 2923. Short Courses, Workshops, Institutes, & Special Programs (1, 2, 3) F, S**

Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

**ACTG 3110. Intermediate Financial Accounting I (3) F, S**


**ACTG 3120. Intermediate Financial Accounting II (3) F, S**


**ACTG 3300. Cost Accounting (3) F, S**

Cost determination for budgeting, product costing, process costing, cost assignment and allocation, standard costing, and decision making in manufacturing and service organizations. Prerequisites: ACTG 2010, Business Foundations.

**ACTG 3400. Taxation of Individuals (3) F, S**

Basic concepts of gross income, deductions, credits, special computations, and property transactions for individual taxpayers. Prerequisite: ACTG 2020.

**ACTG 3500. International Accounting (3) F, S**

This course reviews major issues in international accounting, including historical, cultural, and environmental influences that impact various national accounting systems. Harmonization of standards is also examined. Prerequisites: ACTG 2020.

**ACTG 3750. Accounting & Information Systems (3) F, S**

Analysis, design, and implementation of accounting information systems with special emphasis on an understanding of accounting cycles, internal control concepts, and data flows associated with basic economic entities of the organization. Prerequisite: ACTG 3110, Business Foundations.

**ACTG 4510. Auditing (3) F, S**

Generally-accepted auditing standards, professional responsibilities, evidence, internal control, sampling, audit tests, and audit reports. Prerequisite: ACTG 3120 or concurrent enrollment in ACTG 3120; Business Foundations.

**ACTG 4801, 4802, 4803. Individual Study (1, 2, 3) F, S**

Individual work or work in small groups by arrangement on special topics. Prerequisite: Instructor Approval.

**ACTG 4891, 4892, 4893. Coop Work Experience (1, 2, 3) F, S**

Open to students meeting criteria established from time to time by the department and on file either in the department or the cooperative education office. Provides academic credit for selected on-the-job experience. Grade and amount of credit will be determined by the department. Prerequisite: Instructor Approval.

**ACTG 4921, 4922, 4923. Short Courses, Workshops, Institutes, & Special Programs (1, 2, 3) F, S**

Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

**ACTG 5130. Advanced Accounting (3) F, S**

A study of business combination accounting. The course will also include an introduction to government and fund accounting. Prerequisites: ACTG 3120, Business Foundations.

**ACTG 5440. Introduction to Corporate & Partnership Taxation (3) F, S**

A study of the income taxation of corporations (including S corporations), limited liability companies, and partnerships. Prerequisite: ACTG 3400, Business Foundations.


**ACTG 5450. Advanced Financial Accounting (3) F, S**


**ACTG 5460. Auditing (3) F, S**

Generally-accepted auditing standards, professional responsibilities, evidence, internal control, sampling, audit tests, and audit reports. Prerequisite: ACTG 3120 or concurrent enrollment in ACTG 3120; Business Foundations.

**ACTG 5801, 5802, 5803. Individual Study (1, 2, 3) F, S**

Individual work or work in small groups by arrangement on special topics. Prerequisite: Instructor Approval.

**ACTG 5891, 5892, 5893. Coop Work Experience (1, 2, 3) F, S**

Open to students meeting criteria established from time to time by the department and on file either in the department or the cooperative education office. Provides academic credit for selected on-the-job experience. Grade and amount of credit will be determined by the department. Prerequisite: Instructor Approval.

**ACTG 5921, 5922, 5923. Short Courses, Workshops, Institutes, & Special Programs (1, 2, 3) F, S**

Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

**ACTG 5940. Advanced Accounting (3) F, S**

A study of business combination accounting. The course will also include an introduction to government and fund accounting. Prerequisites: ACTG 3120, Business Foundations.

**ACTG 5960. Auditing (3) F, S**

Generally-accepted auditing standards, professional responsibilities, evidence, internal control, sampling, audit tests, and audit reports. Prerequisite: ACTG 3120 or concurrent enrollment in ACTG 3120; Business Foundations.

**ACTG 5981, 5982, 5983. Individual Study (1, 2, 3) F, S**

Individual work or work in small groups by arrangement on special topics. Prerequisite: Instructor Approval.

**ACTG 5991, 5992, 5993. Coop Work Experience (1, 2, 3) F, S**

Open to students meeting criteria established from time to time by the department and on file either in the department or the cooperative education office. Provides academic credit for selected on-the-job experience. Grade and amount of credit will be determined by the department. Prerequisite: Instructor Approval.

**ACTG 6921, 6922, 6923. Short Courses, Workshops, Institutes, & Special Programs (1, 2, 3) F, S**

Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

**ACTG 6940. Advanced Accounting (3) F, S**

A study of business combination accounting. The course will also include an introduction to government and fund accounting. Prerequisites: ACTG 3120, Business Foundations.

**ACTG 6960. Auditing (3) F, S**

Generally-accepted auditing standards, professional responsibilities, evidence, internal control, sampling, audit tests, and audit reports. Prerequisite: ACTG 3120 or concurrent enrollment in ACTG 3120; Business Foundations.

**ACTG 6981, 6982, 6983. Individual Study (1, 2, 3) F, S**

Individual work or work in small groups by arrangement on special topics. Prerequisite: Instructor Approval.

**ACTG 6991, 6992, 6993. Coop Work Experience (1, 2, 3) F, S**

Open to students meeting criteria established from time to time by the department and on file either in the department or the cooperative education office. Provides academic credit for selected on-the-job experience. Grade and amount of credit will be determined by the department. Prerequisite: Instructor Approval.

**ACTG 7921, 7922, 7923. Short Courses, Workshops, Institutes, & Special Programs (1, 2, 3) F, S**

Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

**ACTG 7940. Advanced Accounting (3) F, S**

A study of business combination accounting. The course will also include an introduction to government and fund accounting. Prerequisites: ACTG 3120, Business Foundations.
BUSINESS ADMINISTRATION

Chair: Dr. W. Bruce Handley
Location: Wattis Business Building, Room 216
Telephone: Kathy May 801-626-6075

The student who majors in business administration is seeking the most general business degree that is offered at the bachelor's level. This major has been described as an undergraduate MBA because of its emphasis on breadth of education across all of the functional areas of business. This degree might be especially appropriate for students who intend to become entrepreneurs.

BUSINESS ADMINISTRATION

BACHELOR DEGREE (B.S. OR B.A.)

» Program Prerequisites: All Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON SS2010, ECON SS2020, IST 2000, and QUAN 2600 (unless noted). These prerequisites are referred to collectively as "Business Foundations." (Refer to John B. Goddard School of Business & Economics Requirements on pages 156-159.)

» Minor: Not required.

» Grade Requirements: Candidates for the bachelor of arts and bachelor of science degrees must complete all prerequisite and required business and economics courses with a grade of "C-" or higher. In addition, the overall business and economics GPA must be 2.5 or higher.

» Credit Hour Requirements: A total of 120 credit hours is required for graduation – 60-61 of these are School requirements, 30 are required within the major, and the balance should be taken outside of the major. The required 40 upper-division credit hours (courses numbered 3000 and above) are included in the School and major requirements.

Advisement

Advisement is required. See the John B. Goddard School of Business and Economics Advisor, Patti Sanchez, in WB 211 (801-626-6534) and/or contact the Business Administration Department in WB 216 (801-626-6075). Contact the School advisor for information on transfer credits, business foundations courses, and admission applications. Advising in major selection, major requirements, and admission applications is provided by the Business Administration Department. Contact either office for advising issues.

Admission Requirements

An application is necessary for all majors and minors in the John B. Goddard School of Business and Economics.

General Education

Refer to pages 36-41 for either Bachelor of Science or Bachelor of Arts requirements. The following courses required for the Business Administration major also will satisfy general education requirements: ENGL EN1010, ENGL EN2010 (English Composition); MATH QL1050 (Quantitative Literacy); ECON SS2010 and ECON SS2020 (Social Science); and BTNY LS1403 (Life Science).

Course Requirements for B.S. or B.A.

John B. Goddard School of Business & Economics Requirements

| Liberal Support Curriculum (13 or 14) |
| Business Foundations (13) |
| Business Cross-Functional Core (19) |
| Business Functional Core (15) |

Major Courses Required (6 credit hours)

| IST 3110 | Information Technology for Business (3) |
| MGMT 3200 | Managerial Communications (3) |

Major Electives (24 credit hours)

Two Marketing courses selected from

- MKTG 3100 | Consumer Behavior (3) |
- MKTG 3200 | Selling & Sales Management (3) |
- MKTG 3450 | Promotion Management (3) |
- MKTG 3500 | Retail Management (3) |
- MKTG 4400 | Marketing Strategy (3) |

Two Finance courses selected from

- FIN 3300 | Investments (3) |
- FIN 3335 | Financial Institutions (3) |
- FIN 3400 | Real Estate Principles & Practices (3) |
- FIN 3500 | Capital Budgeting (3) |
- FIN 4400 | Financial Problems - Corporate Finance (3) |

Two Management or Logistics and Operations Management courses

(One each from Groups A and B)

- Group A
  - MGMT 3300 | Human Resource Management (3) |
  - MGMT 4300 | Influence and Group Effectiveness (3) |
  - MGMT 4400 | Advanced Organizational Behavior (3) |

- Group B
  - LOM SI3500 | Computer Models/Applications (3) |
  - LOM 4100 | Quality Management (3) |
  - LOM SI4600 | Simulation (3) |

Two courses selected from the following

- ACTG* (3) |
- ECON* (3) |
- IST* (3) |
- LOM* (3) |
- BSAD SI3500 | Intro to Business Research (3) |
- BSAD 3600 | [World Region] Business & Society (3) |
- BSAD 4210 | Survey of Business Law (3) |
- BSAD 4500 | Entrepreneurship (3) |
- BSAD 4680 | Senior Consulting Project (3) |
- One additional CBE International course (3) |
- MGMT 4650 | Negotiations (3) |
- One additional course from Group A or B in the previous section (3) |

*Upper division course to be approved by your faculty advisor.

BUSINESS ADMINISTRATION

MINOR FOR NON-BUSINESS MAJORS

» Grade Requirements: A minimum GPA of 2.5 in all courses used toward the minor.

» Credit Hour Requirements: Minimum of 35 credit hours in approved courses. See the John B. Goddard School of Business and Economics advisor for requirements.

Students pursuing this business administration minor must major in a non-business field and receive approval of the program by the Business Administration Department chair.
Courses Requirements for Minor

Required Courses (16 credit hours)

- ACTG 2010 Survey of Accounting I (3)
- ECON SS2010 Principles of Microeconomics (3)
- ECON SS2020 Principles of Macroeconomics (3)
- QUAN SI2600 Business Statistics I (3)
- QUAN SI3610 Business Statistics II (3)
- IST 2000 Software Skills for Business (1)

All course prerequisites must also be completed.

Elective Courses (15 credit hours)

A minimum of 15 hours in Business Administration, Finance, Logistics and Operations Management, Management, and Marketing courses as approved by the Business Administration Department.

BUSINESS ADMINISTRATION COURSES - BSAD

The following courses are predominantly service-oriented, interdisciplinary courses which complement the majors, minors, and emphases throughout the John B. Goddard School of Business and Economics.

BSAD 1010. Introduction to Business (3) Su, F

Relation of business managers and firms to contemporary society and the global economy. Topics include human values and ethics in the workplace, multiculturalism, social responsibilities of business, business functions, and general principles of effective business operation.

BSAD TD2704. Information Resources in the Business Disciplines (1)

Information Resources in the Business Disciplines is a one credit hour course that will assist students in developing information literacy and basic research skills to support life-long learning. Students will develop skills in identifying, locating, retrieving, documenting, and critically evaluating both electronic and print resources that are appropriate for undergraduate research, with documenting, and critically evaluating both electronic and print resources that are appropriate for undergraduate research, with emphasis in the business disciplines. Completion of this course meets part D of the WSU Computer and Information Literacy requirement. Cross listed with LIBS TD2704. Instructor approval required.

BSAD 2920. Short Courses, Workshops, Institutes, and Special Programs (1-6)

Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

BSAD 3000. Small Business Management (3) Su, F

This course is designed for students majoring outside the John B. Goddard School of Business and Economics. It will not be counted for credit toward graduation for students majoring in the John B. Goddard School of Business and Economics. It covers the business management concepts involved in starting and/or managing a small business.

BSAD 3200. Legal Environment of Business (3) Su, F

Introduction to the legal and judicial system, emphasizing the application of regulatory law (e.g., antitrust, employment discrimination, etc.) and selected common law topics (e.g., contracts, agency, etc.).

BSAD 3330. Business Ethics & Environmental Responsibility (3) Su, F

An introduction to the rudiments of moral reasoning, concepts and principles, and their application to common ethical issues faced in business. Special attention will be given to moral issues associated with the use of the natural environment by businesses. Prerequisites: Business Foundations, BSAD 3200.

BSAD 33500. Introduction to Business Research (3) F, S

Introduces students to gathering and analyzing primary and secondary data for a wide range of business applications, such as assessing customer or employee satisfaction. Students are introduced to CD ROM databases, other library resources, questionnaire development and administration, basic data analysis, and research report writing. Prerequisites: Business Foundations, QUAN SI3610.

BSAD 3600. [World Region] Business and Society (3)

The world region or country covered in this course varies and will be indicated in the specific course title and on the student’s transcript (e.g., European Business and Society, Japanese Business and Society, etc.). For a specified world region or country, this course considers its historical and cultural roots, together with modern societal issues, as they relate to business; the role of business in society; economic development, industrial policy, and trade relations; and management and business practices, including sociocultural considerations, in the specified world region or country. Recommended: Prior course work in business or economics or the appropriate foreign language(s) or culture, or in-country experience.

BSAD 4210. Survey of Business Law (3) F, S

An overview of sales, negotiable instruments, property, and debtor/creditor relations and other selected legal topics. Prerequisites: Business Foundations, BSAD 3200.

BSAD 4401. E-Commerce (3)

Technologies, strategies, and methods for an electronic approach to financial, purchasing, marketing, and order fulfillment processes. Emphasis is on creating successful business strategies to exploit Internet and Electronic Data Interchange (EDI) capabilities. Prerequisite: MKTG 3010 or concurrent enrollment in MKTG 3010.

BSAD 4500. Entrepreneurship (3)

Integration of various functional areas of business as they relate to evaluating, creating, planning, and managing new business ventures. Prerequisites: Business Foundations; MKTG 3010; MGMT 3010, MGMT 3200.

BSAD 4620. Executive Lectures (1)

This course is designed to acquaint the students with successful executives, their personal styles and philosophies as leaders, and the keys to their effectiveness. The format is a series of weekly one-hour lectures delivered by guest executives. The course may be repeated for credit to a maximum of two credit hours.

BSAD 4680. Senior Consulting Projects (3) F, S

Senior students are given the opportunity to analyze actual businesses, make recommendations, and implement appropriate methods in organizations. Students meet with supervising faculty weekly to review their progress. Prerequisite: Business Foundations; Instructor approval.

BSAD 4780. Strategic Management (3) F, S

A capstone course for seniors designed to facilitate integration of the knowledge gained in earlier courses. Focus of the course is on the total enterprise. Emphasis is on crafting well-conceived strategies and on successful strategy implementation. Prerequisites: Business Foundations, BSAD 3200; LOM 3500; FIN 3200; MGMT 3010, 3200; MKTG 3010; Senior standing.

BSAD 4800. Independent Research (1-3) Su, F

Directed research and study on an individual basis. May be repeated until a total of 4 hours credit is accumulated. Prerequisites: Business Foundations; Senior Standing; Written Instructor Approval.
BSAD 4920. Short Courses, Workshops, Institutes, and Special Programs (1-3)
Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

BUSINESS ADMINISTRATION
FINANCE EMPHASIS

After studying in the School’s core courses about the various functions in organizations, the student who concentrates in finance learns how to acquire, allocate, and control a firm’s financial resources efficiently.

A background in finance will prepare the student to: (1) conduct detailed financial analyses; (2) relate the financial environment of an organization to the policies that organization will need for optimum returns; and (3) select and analyze investment opportunities for both individuals and organizations. For those students desiring to pursue careers as analysts or consultants, a graduate degree is recommended.

BUSINESS ADMINISTRATION: FINANCE EMPHASIS

BACHELOR DEGREE (B.S. OR B.A.)

» Program Prerequisites: All Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON SS2010, ECON SS2020, IST 2000, and QUAN SI2600 (unless noted). These prerequisites are referred to collectively as "Business Foundations." (Refer to John B. Goddard School of Business & Economics Requirements on pages 156-159.)

» Minor: Not required.

» Grade Requirements: Candidates for the bachelor of arts and bachelor of science degrees must complete all prerequisite and required business and economics courses with a grade of "C-" or higher. In addition, the overall business and economics GPA must be 2.5 or higher.

» Credit Hour Requirements: A total of 120 credit hours is required for graduation - 60-61 of these are School requirements, 30 are required within the major, and the balance should be taken outside of the major. The required 40 upper-division credit hours (courses numbered 3000 and above) are included in the School and major requirements.

Academic Advisement
Advisement is required. See the John B. Goddard School of Business and Economics Advisor, Patti Sanchez, in WB 211 (801-626-6534) and/or contact the Business Administration Department in WB 216 (801-626-6075). Contact the School advisor for information on transfer credits, business foundations courses, and admission applications. Advising in major selection, major requirements, and admission applications is provided by the Business Administration Department. Contact either office for advising issues.

Admission Requirements
An application is necessary for all majors and minors in the John B. Goddard School of Business and Economics. Completion of prerequisite courses with grades of "C-" or higher is required for access to upper division Business and Economics courses.

General Education
Refer to pages 36-41 for either Bachelor of Science or Bachelor of Arts requirements. The following courses required for the Finance

Emphasis also will satisfy general education requirements: ENGL EN1010, ENGL EN2010 (English Composition); MATH QL1050 (Quantitative Literacy); ECON SS2010 and ECON SS2020 (Social Science); and BTNY LS1403 (Life Science).

Course Requirements for B.S. or B.A. Degree

John B. Goddard School of Business & Economics Requirements

Liberal Support Curriculum (13 or 14)
Business Foundations (13)
Business Cross-Functional Core (19)
Business Functional Core (15)

Business Courses Required (21 credit hours)
IST 3110 Info Technology for Business (3)
MGMT 3200 Managerial Communications (3)
FIN 3300 Investments (3)
FIN 3350 Financial Institutions (3)
FIN 3400 Real Estate Principles & Practices (3)
or BSAD 4210 Survey of Business Law (3)
FIN 4400 Financial Problems - Corporate Finance (3)
FIN 4410 Financial Problems - Investments (3)

Elective Courses (9 credit hours)
Select three courses with approval of your Finance faculty advisor.
BSAD SI3500 Intro to Business Research (3)
BSAD 4210* Survey of Business Law (3)
BSAD 4500 Entrepreneurship (3)
ECON 3200 Money & Banking (3)
FIN 3400* Real Estate Principles & Practice (3)
FIN 3500 Capital Budgeting (3)
FIN 4860 Finance Internship (3)
or BSAD 4680 Senior Consulting Projects (3)
FIN 4990 Special Topics in Finance (3)
LOM SI3500 Computer Models/Applications (3)
LOM 4100 Quality Management (3)
MKTG 3200 Selling & Sales Management (3)

FIN 1010. Personal Finance (3) Su, F, S
Personal and family budgeting, installment buying, borrowing money, buying a home, life and property insurance, personal investment, and retirement and estate planning.

FIN 2300. Introduction to Investments (3) F, S
A study of investment opportunities, mechanics, analysis, risk, and risk management at the introductory level. This course is designed for non finance majors and will not be accepted as a substitute for FIN 3300.

FIN 3200. Financial Management (3) Su, F, S
Financial analysis, planning and control, working capital management, capital budgeting, and short-term and long-term financing. Student use of computers is required for the preparation of case study material used to enhance the presentation of selected topics presented in the course. Prerequisites: Business Foundations; QUAN SI3610.

FIN 3300. Investments (3) F, S
An in-depth study of principles, concepts, and tools used in the investment field as they relate to investment opportunities, mechanics, financial statement analysis, risk, and portfolio management. Computer use is required to access the Dow-Jones market analyzer investment software and in the preparation and analysis of investment portfolios. Prerequisites: Business Foundations; FIN 3200.
FIN 3350. Financial Institutions (3) F
A study of the functions and significance of the major financial institutions, such as commercial savings institutions, with an emphasis on management problems, regulations, credit appraisal, and loan types. Prerequisites: Business Foundations; FIN 3200.

FIN 3400. Real Estate Principles and Practices (3) F, S
Fundamental economic aspects of real estate with emphasis on realty as a commodity of trade. The subject matter in this course of general interest to both those desiring to enter the real estate profession and those who only intend to own real estate.

FIN 3500. Capital Budgeting (3) S
Capital investment decision-making procedures relative to make/buy, lease/buy, working capital, replacements, and new investment decisions. Involves use of the computer in the analysis of cash flows and capital acquisition alternatives. Prerequisite: Business Foundations; FIN 3200.

FIN 4400. Financial Problems - Corporate Finance (3) F, S
Problems in financial management with an emphasis on corporate finance. Use of financial software and computers is an integral part of problem solutions. Prerequisites: Business Foundations; FIN 3200.

FIN 4410. Financial Problems - Investments (3) F, S
Problems in financial management with an emphasis on investments. Use of financial software and computers is an integral part of problem solutions. Prerequisites: Business Foundations; Senior Standing; Written Instructor Approval.

FIN 4800. Independent Research (1-3) Su, F, S
Directed research and study on an individual basis. May be repeated until a total of 4 hours credit is accumulated. Prerequisites: Business Foundations; Senior Standing; Written Instructor Approval.

FIN 4860. Finance Internship (3) Su, F, S
A structured professional-level field experience. The student will be counseled and supervised as he/she applies and integrates the knowledge and skills obtained through finance courses. Prerequisites: Business Foundations; Senior Standing; Instructor approval.

FIN 4900. Special Topics in Finance (4)
Special treatment of current topics in Finance. This course will involve primary and/or secondary research by class participants. Prerequisites: Business Foundations; FIN 3200; Instructor approval.

BUSINESS ADMINISTRATION LOGISTICS & OPERATIONS MANAGEMENT EMPHASIS

Business logistics and operations management as an area of emphasis allows students to focus their study on the education on the "supply chain" of purchasing, producing, moving, and marketing goods and services on a global basis.

The logistics and operations management major learns how to plan and manage a firm’s production processes as well as the logistics of selecting suppliers, moving materials into a firm, and distributing finished product to customers. The discipline involves industrial purchasing, inventory management, production planning and control, quality management, transportation, and distribution management.

The growing recognition by industry of the value of more effective and efficient management of the supply chain has intensified demand for persons with formal education in this area. Weber State has enjoyed considerable success in placing logistics and operations management graduates in a wide variety of employment opportunities with above-average salaries with such firms as Ford Motor Company, Kimberly Clark, Emerson Electric, TRW, Wal-Mart, J.C. Penny, Emery Worldwide, and Autoliv. We are also noting that career paths to senior executive positions in large corporations are increasingly mandating education or experience in operations and logistics.

Professional logistics associations make three scholarships available each year exclusively to logistics and operations management majors at Weber State University.

BUSINESS ADMINISTRATION: LOGISTICS & OPERATIONS MANAGEMENT EMPHASIS

BACHELOR DEGREE (B.S. OR B.A.)

Program Prerequisites: All Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON SS2010, ECON SS2020, IST 2000, and QUAN SS2600 (unless noted). These prerequisites are referred to collectively as "Business Foundations." (Refer to John B. Goddard School of Business & Economics Requirements on pages 156-159.)

Minor: Not required.

Grade Requirements: Candidates for the bachelor of arts and bachelor of science degrees must complete all prerequisite and required business and economics courses with a grade of "C-" or higher. In addition, the overall business and economics GPA must be 2.5 or higher.

Credit Hour Requirements: A total of 120 credit hours is required for graduation - 60-61 of these are School requirements, 30 are required within the major, and the balance should be taken outside of the major. The required 40 upper-division credit hours (courses numbered 3000 and above) are included in the School and major requirements.

Academic Advisement

Advisement is required. See the John B. Goddard School of Business and Economics Advisor, Patti Sanchez, in WB 211 (801-626-6075). Contact the School advisor for information on Program Prerequisites, Business & Economics Requirements on pages 156-159.

Academic Advisement

Advisement is required. See the John B. Goddard School of Business and Economics Advisor, Patti Sanchez, in WB 211 (801-626-6075). Contact the School advisor for information on Program Prerequisites, Business & Economics Requirements on pages 156-159.

Admission Requirements

An application is necessary for all majors and minors in the John B. Goddard School of Business and Economics. Completion of Business Foundations courses with grades of "C-" or higher is required for admission and access by majors to upper division Business and Economics courses.

General Education

Refer to pages 36-41 for either Bachelor of Science or Bachelor of Arts requirements. The following courses are required for the Logistics and Operations Management Emphasis also to satisfy general education requirements: ENGL EN1010, ENGL EN2010 (English Composition); MATH QL1050 (Quantitative Literacy); ECON SS2010 and ECON SS2020 (Social Science); and BTNY LS1403 (Life Science).

Course Requirements for B.S. or B.A. Degree

John B. Goddard School of Business & Economics Requirements

Liberal Support Curriculum (13 or 14)
Business Foundations (13)
Business Cross-Functional Core (19)
Business Functional Core (15)
Business Courses Required (27 credit hours)

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<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>IST 3110</td>
<td>Info Technology for Business</td>
<td>3</td>
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<tr>
<td>MGMT 3200</td>
<td>Managerial Communications</td>
<td>3</td>
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<td>LOM SI3500</td>
<td>Computer Models/Applications</td>
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</tr>
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<td>LOM 3720</td>
<td>Transportation Systems &amp; MGMT</td>
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<td>LOM 4050</td>
<td>Contemporary Logistics/Operations</td>
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<td>LOM 4100</td>
<td>Quality Management</td>
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<td>LOM SI410</td>
<td>Materials &amp; Inventory Management</td>
<td>3</td>
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<tr>
<td>LOM SI4600</td>
<td>Simulation</td>
<td>3</td>
</tr>
<tr>
<td>LOM 4730</td>
<td>Purchasing and Supply Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Elective Courses (3 credit hours)

Select at least one course from the following

(see an advisor for guidance in course selection)

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<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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<tr>
<td>ACTG 3300</td>
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<tr>
<td>BSAD SI3500</td>
<td>Introduction to Business Research</td>
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<td>BSAD 3600</td>
<td>[World Region] Business &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 4210</td>
<td>Survey of Business Law</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 4500</td>
<td>Entrepreneurship</td>
<td>3</td>
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<tr>
<td>FIN 3380</td>
<td>Capital Budgeting</td>
<td>3</td>
</tr>
<tr>
<td>LOM 4860</td>
<td>Operations/Logistics Mgmt Internship</td>
<td>3</td>
</tr>
<tr>
<td>or BSAD 4680</td>
<td>Senior Consulting Project</td>
<td>3</td>
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<tr>
<td>MGMT 3300</td>
<td>Human Resource Management</td>
<td>3</td>
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<tr>
<td>MGMT 4300</td>
<td>Influence and Group Effectiveness</td>
<td>3</td>
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<tr>
<td>MGMT 4650</td>
<td>Negotiations</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4400</td>
<td>Marketing Strategy</td>
<td>3</td>
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</tbody>
</table>

LOGISTICS & OPERATIONS MANAGEMENT COURSES - LOM

LOM 3050. Operations and Logistics Management (3) F, S
This course considers the management of an organization’s chain of value adding activities, from procurement of resources and transformation into manufactured goods and service outputs, through distribution to customers. Topics include operations strategy, quality, product and service design, process selection and layout, capacity, production scheduling, inventory, location, supply chain management, procurement, transportation, and other related issues and models. Prerequisites: Business Foundations.

LOM 3720. Transportation Systems and Management (3) F
Study of the U.S. transportation system and current issues affecting transportation industry, international transport, and the traffic management function of a firm. Prerequisites: Business Foundations; LOM 3050.

LOM SI3500. Computer Models/Applications (3) F, S
This course concentrates on the use of computer software to aid in the solution and interpretation of operations management and logistics models. Emphasis is placed on problem identification, problem setup, computer solution, and interpretations of solution results. A significant portion of the course deals with sensitivity analysis which involves using different scenarios of inputs to see how sensitive the model solution is to variation. Prerequisites: Business Foundations; QUAN SI3610; LOM 3050.

LOM 4050. Contemporary Logistics/Operations Management Practices (3) S
This course incorporates readings, site visits, and case analysis to convey state-of-the-art and emerging operations management and logistics practices. Development of leading-edge strategies which promote a firm’s ability to differentiate itself in terms of its operations and logistics performance is emphasized. Field trips required. Prerequisites: Business Foundations; LOM 3050.

LOM 4100. Quality Management and Productivity (3) F, S
A survey of quality management principles and practices whereby manufacturing and service organizations achieve customer satisfaction and competitive advantage. Emphasis is on internal/external customers, employee involvement, service quality, quality planning and design, process management and improvement, problem-solving tools, variation and statistical thinking, statistical process control, and quality management systems. Prerequisites: Business Foundations; QUAN SI3610; LOM 3050; or Instructor Permission.

LOM SI4410. Materials and Inventory Management (3) S
This course emphasizes materials requirements planning and the logistics processes which support production. Topics include MRP, MRPII, JIT, and classical inventory models. Prerequisites: Business Foundations; QUAN SI3610, LOM 3050.

LOM SI4600. Simulation (3) F
This course explores simulation modeling beginning with the basics of simulating a discrete distribution to construction of simulation models using spreadsheets to the use of complex production and logistical simulation models. Emphasis is placed on problem recognition, problem set-up, simulation model construction, and application and interpretation results. Prerequisites: Business Foundations; LOM 3050.

LOM 4730. Purchasing and Supply Management (3) F
Strategic and procedural issues in the acquisition of materials, equipment, and services by industry. Emphasis is on the integration of the purchasing function into corporate strategy and the value-added contributions of a progressive supply function. Topics include procurement policies, supplier selection, B2B marketplaces, cost analysis and pricing, contract types, negotiation, and supplier management. Prerequisites: Business Foundations, LOM 3050, or instructor permission.

LOM 4800. Independent Research (1-3) Su, F, S
Directed research and study on an individual basis. May be repeated until a total of 4 hours credit is accumulated. Prerequisites: Business Foundations; Senior Standing; Written Instructor Approval.

LOM 4860. Logistics and Operations Management Internship (3) Su, F, S
A structured professional-level field experience. The student will be counseled and supervised as he/she applies and integrates the knowledge and skills obtained through operations management and logistics courses. Prerequisites: Business Foundations; Senior Standing; Instructor approval.

BUSINESS ADMINISTRATION MANAGEMENT EMPHASIS

The student who concentrates in management prepares to apply the knowledge and skills needed to design and maintain a positive motivational work environment. Such an environment aligns the goals of the organization with those of individuals within the organization for the purpose of increasing organizational efficiency and effectiveness.

In addition to the John B. Goddard School of Business and Economics core requirements, the management student studies human resource management, organizational behavior, continuous improvement, effective communication, and information technology. Management students will choose specialty tracks with the approval of their advisor and the management area faculty advisory council. These tracks will allow students to be...
directed in their management study toward Human Resource management, Production Management, or a variety of other management specialties.

**BUSINESS ADMINISTRATION:**

**MANAGEMENT EMPHASIS**

**BACHELOR DEGREE (B.S. OR B.A.)**

- **Program Prerequisites:** All Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON 2501, and STAT 2209 (unless noted). These prerequisites are referred to collectively as "Business Foundations." (Refer to John B. Goddard School of Business & Economics Requirements on pages 156-159.)

- **Minor:** Not required.

- **Grade Requirements:** Candidates for the bachelor of arts and bachelor of science degrees must complete all prerequisite and required business and economics courses with a grade of "C-" or higher. In addition, the overall business and economics GPA must be 2.5 or higher.

- **Credit Hour Requirements:** A total of 120 credit hours is required for graduation – 60-61 of these are School requirements, 30 are required within the major, and the balance should be taken outside of the major. The required 40 upper-division credit hours (courses numbered 3000 and above) are included in the School and major requirements.

**Academic Advisement**

Advisement is required. See the John B. Goddard School of Business and Economics Advisor, Patti Sanchez, in WB 211 (801-626-6075). Contact either office for advisement or information on transfer credits, business foundations courses, and admission requirements. Advising in major selection, major requirements, and admission applications is provided by the Business Administration Department. Contact either office for advising issues.

**Admission Requirements**

An application is necessary for all majors and minors in the John B. Goddard School of Business and Economics. Completion of Business Foundations courses with grades of "C-" or higher is required for admission and access by majors to upper division Business and Economics courses.

**General Education**

Refer to pages 36-41 for either Bachelor of Science or Bachelor of Arts requirements. The following courses required for the Management Emphasis also will satisfy general education requirements:

- ENGL EN1010, ENGL EN2010 (English Composition)
- MATH QL1050 (Quantitative Literacy)
- ECON SS2010 and ECON SS2020 (Social Science)
- and BTNY LS1403 (Life Science).

**Course Requirements for B.S. or B.A. Degree Management Emphasis**

**John B. Goddard School of Business & Economics Requirements**

<table>
<thead>
<tr>
<th>Liberal Support Curriculum (13 or 14)</th>
<th>Business Foundations (13)</th>
<th>Business Cross-Functional Core (19)</th>
<th>Business Functional Core (15)</th>
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<tbody>
<tr>
<td>IST 3110 Information Technology (3)</td>
<td>BSAD 3500 Marketing (3)</td>
<td>BSAD 4210 Survey of Business Law (3)</td>
<td>BSAD 4500 Entrepreneurship (3)</td>
</tr>
<tr>
<td>LOM SI3500 Computer Models/Applications (3)</td>
<td>ECON 3400 Labor Economics (3)</td>
<td>ECON 4350 Training (3)</td>
<td>BSAD 4560 Negotiations (3)</td>
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<tr>
<td>LOM 4100 Quality Management (3)</td>
<td>LOM SI3500 Computer Models/Applications (3)</td>
<td>LOM 4100 Quality Management (3)</td>
<td>BSAD 4680 Senior Consulting Project (3)</td>
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<td>MGMT 3200 Managerial Communication (3)</td>
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<td>MGMT 4350 Training (3)</td>
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<td>MGMT 3300 Human Resource Management (3)</td>
<td>MGMT 4350 Training (3)</td>
<td>MGMT 4650 Negotiations (3)</td>
<td>MGMT 4865 Human Resource Management (3)</td>
</tr>
<tr>
<td>MGMT 4300 Influence and Group Effectiveness (3)</td>
<td>MGMT 4650 Negotiations (3)</td>
<td>MGMT 4865 Human Resource Management (3)</td>
<td>MGMT 4400 Advanced Organizational Behavior (3)</td>
</tr>
</tbody>
</table>

**Major Courses Required (21 credit hours)**

- BSAD 3500 Marketing (3)
- BSAD 4210 Survey of Business Law (3)
- BSAD 4500 Entrepreneurship (3)
- ECON 3400 Labor Economics (3)
- LOM SI3500 Computer Models/Applications (3)
- LOM 4100 Quality Management (3)
- MGMT 4350 Training (3)
- MGMT 4650 Negotiations (3)
- MGMT 4865 Human Resource Management (3)
- or BSAD 4680 Senior Consulting Project (3)

**Major Electives (9 credit hours)**

- BSAD 3500 Introduction to Business Research (3)
- BSAD 3600 [World Region] Business and Society (3)
- BSAD 4210 Survey of Business Law (3)
- BSAD 4500 Entrepreneurship (3)
- ECON 3400 Labor Economics (3)
- LOM SI3500 Computer Models/Applications (3)
- LOM 4100 Quality Management (3)
- MGMT 4350 Training (3)
- MGMT 4650 Negotiations (3)
- MGMT 4865 Human Resource Management (3)

In unusual circumstances that must be approved formally by the Management Faculty Advisement Council, substitutions for elective courses will be allowed to customize the degree requirements. These substitutions will only be made when the resulting program is clearly a management program and does not diminish the quality of the management program.

**BUSINESS ADMINISTRATION:**

**HUMAN RESOURCE MANAGEMENT EMPHASIS**

**BACHELOR DEGREE (B.S. OR B.A.)**

Refer to the preceding prerequisite, minor, grade, credit hour, advisement, and general education requirements listed under the Management Emphasis.

**Course Requirements for B.S. or B.A. Degree Human Resource Management Emphasis**

**John B. Goddard School of Business & Economics Requirements**

<table>
<thead>
<tr>
<th>Liberal Support Curriculum (13 or 14)</th>
<th>Business Foundations (13)</th>
<th>Business Cross-Functional Core (19)</th>
<th>Business Functional Core (15)</th>
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<td>IST 3110 Information Technology (3)</td>
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</tr>
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<td>LOM SI3500 Computer Models/Applications (3)</td>
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<td>ECON 4350 Training (3)</td>
<td>BSAD 4560 Negotiations (3)</td>
</tr>
<tr>
<td>LOM 4100 Quality Management (3)</td>
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<td>LOM 4100 Quality Management (3)</td>
<td>BSAD 4680 Senior Consulting Project (3)</td>
</tr>
<tr>
<td>MGMT 3200 Managerial Communication (3)</td>
<td>LOM 4100 Quality Management (3)</td>
<td>MGMT 4350 Training (3)</td>
<td>MGMT 4650 Negotiations (3)</td>
</tr>
<tr>
<td>MGMT 3300 Human Resource Management (3)</td>
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<tr>
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**Major Courses Required (21 credit hours)**

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- BSAD 3600 [World Region] Business and Society (3)
- BSAD 4210 Survey of Business Law (3)
- BSAD 4500 Entrepreneurship (3)
- ECON 3400 Labor Economics (3)
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- MGMT 4865 Human Resource Management (3)
- or BSAD 4680 Senior Consulting Project (3)

**Major Electives (9 credit hours)**

- BSAD 3500 Introduction to Business Research (3)
- BSAD 3600 [World Region] Business and Society (3)
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In unusual circumstances that must be approved formally by the Management Faculty Advisement Council, substitutions for elective courses will be allowed to customize the degree requirements. These substitutions will only be made when the resulting program is clearly a management program and does not diminish the quality of the management program.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 2400</td>
<td>Project Management (3)</td>
<td>Strategies and techniques for managing a project from inception to completion to meet all schedule, cost, and technical objectives. Knowledge and skills learned in this course prepare students to perform successfully the role of a project manager in any construction, engineering, health, information technology, business, or research and development project, although emphasis will be on project management within the Department of Defense. Topics include organizational structures, project planning and evaluation, cost estimating, quantitative methods in schedule and cost management, project information systems, communication skills, and conflict resolution.</td>
</tr>
<tr>
<td>MGMT 3010</td>
<td>Organizational Behavior and Management (3) Su, F, S</td>
<td>Focus of the course is on individual and group behavior in an organizational setting and on decision processes. Examples of topics included are motivation, group behavior, organizational design and development, organizational culture, and organizational decision making theory.</td>
</tr>
<tr>
<td>MGMT 3200</td>
<td>Managerial Communications (3) F, S</td>
<td>Study of corporate communication methods to improve communication in organizations. Written and oral reports tailored to achieve strategic goals contingent upon business situations. Prerequisite: ENGL EN1010, ENGL EN2010.</td>
</tr>
<tr>
<td>MGMT 3300</td>
<td>Human Resource Management (3) F, S</td>
<td>Study of principles and methods in managing specific aspects of human resources, either as an operating manager or as a human resource specialist. Topics include: legal constraints in managing human resources, strategic planning of human resources, recruitment, selection, orientation, performance evaluation, employee/labor relations and communication programs, safety and health, and work scheduling. The computer will be used for analysis in certain areas studied. Prerequisites: Business Foundations; MGMT 3010.</td>
</tr>
<tr>
<td>MGMT 3350</td>
<td>Employment and Labor Law (3) F</td>
<td>This course will focus on legal and ethical issues most closely associated with Human Resource Management. Title VII of the Civil Rights Act of 1964, ADEA, and ADA form the heart of this course. Other topics include FLSA, OSHA, ERISA, sexual harassment, drug testing and privacy. Labor law issues include preventing unionization, and dealing effectively with a union. Prerequisites: Business Foundations; MGMT 3300.</td>
</tr>
<tr>
<td>MGMT 3400</td>
<td>International Business (3) Su, S</td>
<td>An exploration of the role of multi-national corporations in worldwide economic development and an analysis of the management processes of such corporations. Prerequisites: Business Foundations.</td>
</tr>
<tr>
<td>MGMT 3550</td>
<td>The Cultural Environment of International Business (3)</td>
<td>This course considers issues in communication, negotiation and culture in international business relations. Topics include the role of language and nonverbal communication, contrasting cultural values and using sources of information on the culture of international business. Prerequisites: Business Foundations.</td>
</tr>
<tr>
<td>MGMT 3450</td>
<td>Business Studies Abroad - International Management (3)</td>
<td>An exploration of the internationalization of economies and the analysis of international decision-making. Focus is internationalization as the central challenge for management. This course is taught at Fachhochschule Hof, Germany during each fall semester. Students enrolled in this course have to participate in the Study Abroad Program (Contact: Doris Geide-Stevenson, ext. 7634, <a href="mailto:DGSTEVEN@Weber.edu">DGSTEVEN@Weber.edu</a>). Prerequisites: Business Foundations, MGMT 3010.</td>
</tr>
<tr>
<td>MGMT 4300</td>
<td>Influence and Group Effectiveness (3) F, S</td>
<td>This course is about getting things done through the use of influence. The course emphasizes influencing others and influencing a situation. Power and other forms of influence are studied in-depth. Topics also include an examination of group behavior in work setting and the management of work groups. All stages of group development are studied from the forming stage of a group to its development as a high performance, self managed team. Prerequisites: MGMT 3010.</td>
</tr>
<tr>
<td>MGMT 4310</td>
<td>Compensation and Benefits (3) S</td>
<td>This course is intended to provide the student with a basic working knowledge of compensation and benefits as an important part of the broader Human Resources field. The topics to be covered include: benefits management, job analysis, job evaluation, performance appraisal and recognition, and different approaches to employee compensation. The course is also designed to assist the student in their preparation for professional certification examinations in related areas. Prerequisites: Business Foundations; MGMT 3300.</td>
</tr>
<tr>
<td>MGMT 4320</td>
<td>Staffing Organizations (3)</td>
<td>Designed to provide students with the knowledge and skills necessary to effectively analyze and project organizational staffing requirements, recruit and select candidates, and effectively place employees in today's complex organizations. Includes treatment of legal aspects of staffing process. Prerequisites: Business Foundations; MGMT 3300.</td>
</tr>
<tr>
<td>MGMT 4350</td>
<td>Training (3) F</td>
<td>This course is designed to provide prospective human resource managers with an understanding of the applicable theory and with the 'tools' required to effectively manage the training function within an organization. Prerequisites: Business Foundations, MGMT 3300.</td>
</tr>
<tr>
<td>MGMT 4400</td>
<td>Advanced Organizational Behavior (3) F, S</td>
<td>An in-depth study of leadership and organizational behavior. Focus is on the structural and behavioral variables that are most significant for organizational effectiveness. Both theory and application are emphasized. Prerequisites: MGMT 3010.</td>
</tr>
<tr>
<td>MGMT 4500</td>
<td>Negotiations (3) F</td>
<td>This course provides an opportunity for management students to obtain an understanding of negotiation concepts and to develop management negotiation skills. Because the objective is skill building, the course emphasizes hands-on experience through negotiation simulations. These role playing exercises are designed to simulate the situations and issues commonly faced in management/organizational settings (e.g., labor negotiations, contract provisions, vendor arrangements). Prerequisites: Business Foundations, MGMT 3300.</td>
</tr>
<tr>
<td>MGMT 4800</td>
<td>Independent Research (1-3) Su, F, S</td>
<td>Directed research and study on an individual basis. May be repeated until a total of 4 hours credit is accumulated. Prerequisites: Business Foundations; Senior Standing; Written Instructor Approval.</td>
</tr>
<tr>
<td>MGMT 4860</td>
<td>Management Internship (3) Su, F, S</td>
<td>A structured professional-level field experience. The student will be counseled and supervised as he/she applies and integrates the knowledge and skills obtained through the Management program...</td>
</tr>
</tbody>
</table>
BUSINESS ADMINISTRATION
MARKETING EMPHASIS

This is the only business marketing program on WSU’s campus. Students concentrating in marketing specialize in course work that deals with business activities involved in getting the right goods and services to the right customers at the right time, in the right place and in the right way.

Courses provide students with vital marketing concepts and experience in applying them. These courses prepare students to assume responsible positions in industry. Those desiring careers in marketing research or higher levels of corporate management are well prepared to enter graduate programs of their choice.

**Admission Requirements**

An application is necessary for all majors and minors in the John B. Goddard School of Business and Economics. Completion of Business Foundations courses with grades of "C-" or higher is required for admission and access by majors to upper division Business and Economics courses.

**General Education**

Refer to pages 36-41 for either Bachelor of Science or Bachelor of Arts requirements. The following courses required for the Marketing Emphasis also will satisfy general education requirements: ENGL 1010, ENGL 2010 (English Composition); MATH QL1050 (Quantitative Literacy); ECON SS2010 and ECON SS2020 (Social Science); and BTNY LS1403 (Life Science).

**Course Requirements for B.S. or B.A. Degree**

**John B. Goddard School of Business & Economics Requirements**

Liberal Support Curriculum (13 or 14)
Business Foundations (13)
Business Cross-Functional Core (19)
Business Functional Core (15)

**Major Requirements (21 credit hours)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IST 3110: Info Technology for Business</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3200: Managerial Communication</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3100: Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3200: Selling &amp; Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 31500: Intro to Business Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3450: Promotion Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4400: Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

**Elective Courses (9 credit hours)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSAD 3600: [World Region] Business &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 4210: Survey of Business Law</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 4500: Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>FIN 3400: Real Estate Principles &amp; Practices</td>
<td>3</td>
</tr>
<tr>
<td>LOM 3720: Transportation Systems &amp; Management</td>
<td>3</td>
</tr>
<tr>
<td>LOM 4100: Quality Management</td>
<td>3</td>
</tr>
<tr>
<td>LOM 44140: Materials &amp; Inventory Management</td>
<td>3</td>
</tr>
<tr>
<td>LOM 4730: Purchasing and Supply Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3500: Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3600: International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4200: Internet Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4860: Marketing Internship</td>
<td>3</td>
</tr>
<tr>
<td>or BSAD 4680: Senior Consulting Project</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3850: Advertising</td>
<td>3</td>
</tr>
</tbody>
</table>

**Marketing Courses - MKTG**

**MKTG 3010. Marketing Concepts and Practices (3) Su, F, S**

This course includes planning, implementation, and control of the marketing process; consumer behavior; marketing research; segmentation and target marketing; and consideration of price, place, and promotion.

**MKTG 3100. Consumer Behavior (3) Su, F, S**

The application of psychological, sociological, and anthropological findings to the purchase and consumption of goods and services by ultimate and industrial consumers. Prerequisite or concurrent enrollment: Prerequisite: MKTG 3010.

**MKTG 3200. Selling and Sales Management (3) F, S**

Theory, methods, and techniques of personal selling in professional settings including analysis of buyer behavior, the delivery of customer satisfaction, and integration of personal selling with other marketing communication tools. Sales management includes

**Academic Advising**

Advisement is required. See the John B. Goddard School of Business and Economics Advisor, Patti Sanchez, in WB 211 (801-626-6534) and/or contact the Business Administration Department in WB 216 (801-626-6075). Contact the School advisor for information on transfer credits, business foundations courses, and admission applications. Advising in major selection, major requirements, and admission applications is provided by the Business Administration Department. Contact either office for advising issues.
MANAGING THE SALE FORCE, SALESPERSON SELECTION, DEPLOYMENT, COMPENSATION, TRAINING, FIELD SUPERVISION AND INDUSTRIAL MARKETING MANAGEMENT. PREREQUISITE: MKTG 3010.

MKTG 3450. PROMOTION MANAGEMENT (3) F, S
STRATEGIC DEVELOPMENT OF ADVERTISING, SALES, SALES MANAGEMENT, PUBLIC RELATIONS, AND SALES PROMOTION PROGRAMS. PREREQUISITES: BUSINESS FOUNDATIONS, MKTG 3010. PREREQUISITE OR CONCURRENT ENROLLMENT: MKTG 3100.

MKTG 3500. RETAIL MANAGEMENT (3)
CONSIDERATION OF ISSUES CONCERNING THE ESTABLISHMENT AND MANAGEMENT OF RETAIL INSTITUTIONS. PREREQUISITES: BUSINESS FOUNDATIONS; MKTG 3010.

MKTG 3600. INTERNATIONAL MARKETING (3)
IN THIS COURSE STUDENTS WILL LEARN THE PROBLEMS AND PROCEDURES OF MARKETING IN FOREIGN COUNTRIES, INCLUDING EFFECTS OF FOREIGN CULTURES AND MARKETING SYSTEMS ON THE DESIGN OF MARKETING PROGRAMS. PREREQUISITES: BUSINESS FOUNDATIONS; MKTG 3010.

MKTG 3700. BUSINESS STUDIES ABROAD - INTERNATIONAL MARKETING (3)
BASIC PRINCIPLES OF INTERNATIONAL MARKETING. FUNDAMENTALS OF INTERNATIONAL MARKET RESEARCH INCLUDING MACRO AND MICR-LEVEL ANALYSIS. DISCUSSES INTERNATIONAL MARKETING AS PART OF A GLOBAL STRATEGY. THIS COURSE IS TAUGHT AT Fachhochschule Hof, Germany DURING EACH FALL SEMESTER. STUDENTS ENROLLED IN THIS COURSE HAVE TO PARTICIPATE IN THE STUDY ABROAD PROGRAM (CONTACT: DORIS GEIDE-STEVenson, ext. 7634, DGSTEVEN@Weber.edu). PREREQUISITE: BUSINESS FOUNDATIONS; MKTG 3010.

MKTG 4200. INTERNET MARKETING (3)
THIS COURSE IS AN ELECTIVE COURSE FOR INFORMATION SYSTEMS & TECHNOLOGIES AND MARKETING MAJORS. THE COURSE DEALS WITH THE STEPS USED IN DEVELOPING A MARKETING PLAN, ORIENTING THE PLAN TO DEVELOPING AN INTERNET PRESENCE, AND DEVELOPING A WORLD-WIDE WEB SITE TO IMPLEMENT THE ON-LINE COMPONENTS OF THE PLAN. PREREQUISITES: BUSINESS FOUNDATIONS; IST 3110, MKTG 3010.

MKTG 4400. MARKETING STRATEGY (3) F, S
THIS COURSE CENTERS ON GAINING AND SUSTAINING COMPETITIVE ADVANTAGES. IT ENTAILS ANALYZING CUSTOMERS, COMPETITORS, AND INTERNAL CAPABILITIES; THEN MAKING APPROPRIATE PRODUCT, PRICING, PROMOTION, AND DISTRIBUTION DECISIONS. PREREQUISITES: BUSINESS FOUNDATIONS; ACTG 2010, MGMT 3200; MKTG 3010.

MKTG 4800. INDEPENDENT RESEARCH (1-3) SU, F, S
DIRECTED RESEARCH AND STUDY ON AN INDIVIDUAL BASIS. MAY BE REPEATED UNTIL A TOTAL OF 4 HOURS CREDIT IS ACCUMULATED. PREREQUISITES: BUSINESS FOUNDATIONS; SENIOR STANDING; WRITTEN INSTRUCTOR APPROVAL.

MKTG 4860. MARKETING INTERNSHIP (3) SU, F, S
A STRUCTURED PROFESSIONAL-LEVEL FIELD EXPERIENCE. THE STUDENT WILL BE COUNSELED AND SUPERVISED AS HE/SHE APPLIES AND INTEGRATES THE KNOWLEDGE AND SKILLS OBTAINED THROUGH THE MARKETING COURSES. PREREQUISITES: BUSINESS FOUNDATIONS; SENIOR STANDING; INSTRUCTOR APPROVAL.

The Department of Economics offers two different degree programs. The career field selected will determine the educational goals a student must set and will be an important element in deciding which of the many avenues towards a bachelor's degree available in economics is best suited for you.

Economics provides general analysis of decision making where resource constraints are present. Within the area of business, the fields of economics and finance are perhaps the most rigorous in terms of the use and application of mathematical and statistical reasoning. Students with a bachelor's degree in Business Economics are generally prepared to take entry level jobs in any area of business, but are particularly prepared for jobs that call for data analysis, pricing, purchasing, and report writing. Business economists are often employed in private business firms in the financial, retailing, and industrial sectors. A complete career guide is available from the department chairperson. A degree in Business Economics is also regarded by graduate business schools as excellent preparation for advanced work toward an MBA, as well as advanced degrees in other business related disciplines such as human resource management, public administration, finance, and international business. Students seeking an advanced degree in economics, law, other social and behavioral sciences, urban and regional planning, actuarial science, etc., should also investigate the General Economics Major.

CENTER FOR ECONOMIC EDUCATION

The Department has established a Center for Economic Education. Its basic function is to help educators in secondary and elementary schools improve their understanding and knowledge of economics. This will assist them in providing their students with the fundamental economic tools needed to evaluate complex national and international events that are a part of their daily existence.

BUSINESS ECONOMICS MAJOR

BACHELOR DEGREE (B.S. OR B.A.)

» Program Prerequisites: All Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON SS2010, ECON SS2020, IST 2000 and QUAN SI2600 (unless noted). These prerequisites are referred to collectively as “Business Foundations.” (Refer to John B. Goddard School of Business & Economics Requirements on pages 156-159.)

» Minor: None required.

» Grade Requirements: Candidates for the bachelor of arts and bachelor of science degrees must complete all prerequisite and required business and economics courses with a grade of “C-” or higher. In addition, the overall business and economics GPA must be 2.5 or higher.

» Credit Hour Requirements: A total of 120 credit hours is required for graduation – 60-61 of these are John B. Goddard School of Business & Economics required courses and 24 are required within the major.

DEPARTMENT
ECONOMICS

Chair: Dr. Clifford Nowell
Location: Wattis Business Building, Room 226
Telephone: Department Secretary, Elaine Thomas 801-626-6066
Professors: Richard M. Alston, Dan Fuller, John M. Mbaku, Clifford Nowell; Associate Professor: Doris Geide-Stevenson; Assistant Professors: Therese Cavlovic Grijalva, Salvador A. Martinez; Instructor: Ron Skocki

THE UNIVERSITY OFFERS A BACHELOR OF ARTS (B.A.) AND A BACHELOR OF SCIENCE (B.S.) IN BUSINESS ECONOMICS. THIS MAJOR IS AVAILABLE TO STUDENTS WITH A CALLED FOR BY A MINOR IN ECONOMICS. A DEGREES MUST COMPLETE 36 HOURS OF ECONOMICS MAJOR REQUIREMENTS AND 18 HOURS OF BUSINESS & ECONOMICS REQUIRED COURSES AND 24 ARE REQUIRED WITHIN THE MAJOR.

Webster University 2005 – 2006 Catalog
Advisement

Advisement is required. See the John B. Goddard School of Business and Economics Advisor, Patti Sanchez, in WB 211 (801-626-6534). Contact the School advisor for information on transfer credits, business foundations courses, advanced standing, and application admissions. Advising in major selection, major requirements, and admission applications is provided by the Economics Department. Complete information concerning current graduation requirements and graduation contract forms are available in the Department of Economics office, WB 226. All economics majors should meet each semester with the Department Chair, Dr. Clifford Nowell (801-626-6488; WB 234).

Admission Requirements

An application is necessary for all majors and minors in the John B. Goddard School of Business and Economics. Completion of Business Foundations courses with course grades of "C-" or higher is required for admission and access by majors to upper division Business and Economics courses. Students must complete an application for admission to the John B. Goddard School of Business and Economics which may be obtained by calling the School Advisor (Patti Sanchez) at 801-626-6534 or the Department of Economics secretary at 801-626-6066.

General Education

Refer to pages 36-41 for either Bachelor of Science or Bachelor of Arts requirements. ECON A11740 is recommended to fulfill the Senate Bill Requirement in American Institutions.

MATH QL1050 is a prerequisite for ECON S2010, QUAN S2400, and QUAN S2600. Students seeking a major in Economics should plan to take the necessary mathematics courses as early as possible in their program of study.

Course Requirements for B.S. or B.A. Degree

John B. Goddard School of Business & Economics Requirements

Liberal Support Curriculum (13 or 14)

Business Foundations (13)

Business Cross-Functional Core (19)

Business Functional Core (15)

Business Courses Required (12 credit hours)

ECON 4010 Intermediate Microeconomic Theory (3)

ECON 4020 Intermediate Macroeconomic Theory (3)

ECON 4980 Research Methods (3)

IST 3110 Information Technology for Business (3)

Elective Courses (12 credit hours)

Select from the following:

ECON 3090 History of Economic Thought (3)

ECON 3110 International Trade (3)

ECON 3120 International Finance & Monetary Systems (3)

ECON 3200 Money and Banking (3)

ECON 3400 Labor Economics (3)

ECON 3410 Women in the World Economy (3)

ECON 4170 Economic Development (3)

ECON 4320 Industrial Organization (3)

ECON 4520 Public Finance (3)

ECON 4550 Introduction to Econometrics (3)

ECON 4560 Mathematical Economics (3)

ECON 4800 Independent Research (1-3)

ECON 4810 Experimental Courses (1-3)

ECON 4920 Short Courses, Workshops (1-3)

Suggested Course Sequence

Please refer to this program in the on-line catalog (weber.edu/catalog) and/or contact the department for a suggested course sequence.

ECONOMICS DEPARTMENTAL HONORS OPTION

- **Prerequisite**: Enroll in the General Honors Program and complete at least 9 hours of General Honors courses (see Honors Program on page 43).

- **Grade Requirements**: Maintain an overall GPA of 3.3

- **Credit Hour Requirements**: Fulfill requirements for an Economics Department major, given above for Business Economics and, for General Economics, in the Social and Behavioral Sciences section of the catalog. In fulfilling these requirements, students must take at least 12 hours of economics courses on an Honors basis, 2 hours of which must be completed as a senior project (Honors 4990). The student may receive economics Honors credit in any upper-division or graduate-level economics course.*

* Permission from the department chair must be obtained before registering in a course for Honors credit. A written agreement must also be reached with the appropriate professor regarding the work expected for Honors credit.

ECONOMICS FOR NON-BUSINESS MAJORS

**MINOR**

- **Grade requirements**: A grade of "C-" or higher in courses used toward the minor.

- **Credit Hour Requirements**: Minimum of 18 credit hours.

This minor is for students who major outside of the John B. Goddard School of Business and Economics. Approval of a minor program by the Economics department is required.

Course Requirements for Minor

**Required Courses (18 credit hours)**

ECON S2010 Principles of Microeconomics (3)

ECON S2020 Principles of Macroeconomics (3)

ECON 3030 Managerial Economics (3)

ECON 4020 Intermediate Macroeconomics (3)

QUAN S2600 Business Statistics I (3)

QUAN S3610 Business Statistics II (3)

MATH QL1050 with a grade of "C-" or higher (or CR if taken on a CR/NC basis) is a prerequisite for ECON S2010, QUAN S2600.

ECONOMICS TEACHING

**MINOR**

- **Grade Requirements**: A grade of 2.5 or higher in courses used toward the minor.

- **Credit Hour Requirements**: Minimum of 15 credit hours.

Approval of a minor program by the Economics Teaching department is required. Students who select the Economics Teaching minor must satisfy the Teacher Education admission and certification requirements (see Teacher Education Department). Advisement is required.

Course Requirements for Minor

**Required Courses (15 credit hours)**

ECON S2010 Economics as a Social Science (3)

ECON S2020 Principles of Microeconomics (3)

ECON S2030 Principles of Macroeconomics (3)

ECON A11740 Economic History of the U.S. (3)

ECON 3200 Money & Banking (3)
### ECONOMICS COURSES - ECON

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Prerequisites</th>
<th>Course Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON SS1010</td>
<td>Economics as a Social Science (3) F</td>
<td>An introduction to basic economic institutions and principles of economics for non-business and non-economics majors. The primary objective of the course is to provide a framework of economic approaches useful in the analysis of social problems. Topics include poverty, economic systems, crime, pollution, health, discrimination, unemployment, inflation, and the role of government in the economy.</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON SS100.</td>
<td>Environmental Issues and Economic Policy (3) F</td>
<td>An analysis of policies which affect environmental resources. Emphasis on economic analysis of renewable and nonrenewable resources and public policy. Applications include land use, such as forests and wilderness areas, and pollution control, such as hazardous waste and air/water quality. This course encourages students to study the management of local natural resources.</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON SS2010</td>
<td>Principles of Microeconomics (3) F</td>
<td>The application of economic concepts to the analysis of scarcity of individual, firm, and organizational behavior. Topic coverage includes the theories of how consumers and firms make choices, and how various rules guide their respective decisions. The course also explores the theory of market structures, such as perfect and imperfect competition, as well as monopoly. Prerequisites: MATH QL1050 with a C- or higher grade (or CR if taken on a CR/NC basis).</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON SS2020</td>
<td>Principles of Macroeconomics (3) F</td>
<td>The application of economic concepts to the analysis of national income and employment, economic fluctuations, inflation, fiscal and monetary policies, economic growth, and the global economy. This course analyzes various economic policies, and how they affect economic fluctuations and foster economic growth. Prerequisites: MATH QL1050 with a C- or higher grade (or CR if taken on a CR/NC basis).</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON 2920.</td>
<td>Short Courses, Workshops, Institutes, and Special Programs (1-3)</td>
<td>Consult the semester class schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON 3030.</td>
<td>Managerial Economics (3) F</td>
<td>This course uses the tools of differential calculus and regression theory to analyze the managerial decisions of individual firms. Prerequisites: MATH QL1050, QUAN SI2600, QUAN SI3610.</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON 3110.</td>
<td>International Trade (3) F</td>
<td>An introduction to the pure theory of trade, international trade agreements and negotiations (e.g., GATT, EU and NAFTA) and the institutions designed to encourage trade. Emphasis on the benefits of free trade as well as the reasons for the existence of trade barriers such as tariffs and quotas. Special topics include trade in agricultural products and international labor migration. Prerequisites: ECON SS2010, SS2020.</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON 3120.</td>
<td>International Finance and Monetary Systems (3) S</td>
<td>Applications of the principle of economics to the international monetary system. Special emphasis on the way in which international monetary institutions can facilitate trade. Macroeconomic models of an open economy are used to examine the effect that international trade and financial ties have on the domestic economy. Special topics include institutions such as the World Bank and the IMF, along with regional monetary unification in Europe. Prerequisites: ECON SS2010, SS2020.</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON 3150.</td>
<td>Business Studies Abroad - International Finance (3)</td>
<td>This course studies the globalization of financial markets and the environment in which international finance takes place, e.g., the international monetary system. With this background, a global financial strategy design for corporations will be discussed. This course is taught at Fachhochschule Hof, Germany during each fall semester. Students enrolled in this course have to participate in the Study Abroad Program (Contact: Doris Geide-Stevenson, ext. 7634, <a href="mailto:DGSTEVEN@Weber.edu">DGSTEVEN@Weber.edu</a>).</td>
<td>ECON SS2010, SS2020.</td>
<td>Econ SS2010, SS2020.</td>
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<tr>
<td>ECON 3200.</td>
<td>Money and Banking (3) S</td>
<td>This course presents a detailed description and economic analysis of the U.S. financial system which includes the banking industry, bond and stock markets, and the Federal Reserve system. This course serves as an extension to the material covered in an introductory macroeconomics course. The enhanced understanding of the workings of the financial system, including the determination of interest rates, will be used to trace out the channels of monetary policy as conducted by the Federal Reserve and the effect of monetary policy on financial markets, such as the stock market. Prerequisite: ECON SS2020.</td>
<td>ECON SS2020.</td>
<td>Econ SS2020.</td>
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<tr>
<td>ECON 3400.</td>
<td>Labor Economics (3) F</td>
<td>The study of labor economics explores choices made by the two sides of the labor market, employers and workers and how these choices interact in determining wage and employment levels. Hence, an important part of the course consists of a detailed analysis of labor demand and supply. This analysis is followed by a discussion of why the labor market often does not clear, i.e., why we observe unemployment. The analysis focuses on special features of the labor market such as minimum wage, labor unions and efficiency wages. Other topics include the effect of education and training on earnings, the optimal incentive structure of an employment contract and determinants of income inequality. Prerequisite: ECON SS2010.</td>
<td>ECON SS2010.</td>
<td>Econ SS2010, SS2020.</td>
</tr>
<tr>
<td>ECON 3410.</td>
<td>Women in the World Economy (3)</td>
<td>Applications of the principles of economics to the analysis of the economic status of women in the U.S. and elsewhere. The focus is on labor markets, income differentials, the tax system and household work. Special consideration is given to women in developing economies. Prerequisite: ECON SS2010.</td>
<td>ECON SS2010.</td>
<td>Econ SS2010, SS2020.</td>
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</table>
policies encourage long-run growth while mitigating the negative effects of short-term fluctuations. Prerequisites: ECON SS2010, ECON SS2020, QUAN 2400 or ECON 3030.

**ECON 4170. Economic Development (3) F**
The application of economic principles to the challenging problems of third world and developing nations including Africa, Asia, Latin America and the newly independent states of the former Soviet Union and Eastern Europe. Prerequisites: ECON SS2010, SS2020.

**ECON 4320. Industrial Organization (3)**
The theory and performance of firms and industries in the context of substantial market power and market regulation. Emphasis on oligopoly, game theory, and theory of markets within the context of global market competition. Prerequisites: QUAN SI2400 or ECON 3030, ECON SS2010.

**ECON 4520. Public Finance (3)**
This course covers the aspects of economic policy that arise in the operations of a public budget. Topics addressed include economic theories of bureaucracy, public expenditures, and taxation. Prerequisites: ECON SS2010, SS2020.

**ECON 4550. Introduction to Econometrics (3) F**
Advanced Regression Analysis. Topics include ordinary least squares, generalized least squares, nonlinear regression, dummy variables, autocorrelation, heteroskedasticity, and serial correlation. Computers used extensively. Prerequisites: ECON SS2010, ECON SS2020, QUAN SI2400 or ECON 3030, QUAN SI3610.

**ECON 4560. Mathematical Economics (3) S**
Advanced application of mathematical modeling techniques to selected economic issues. Prerequisites: ECON 4010, ECON 4020, QUAN SI3610, QUAN SI2400 or ECON 3030.

**ECON 4800. Independent Research (1-3) F S**
Individual work or work in small groups, by arrangement, in special topics not included in the announced course offerings. Prerequisites: QUAN SI3610 and approval of instructor.

**ECON 4810. Experimental Courses (1-3)**
Experimental or one-time courses designed to fill a need in the community or investigate interesting and unusual topics. Prerequisites: ECON SS2010, ECON SS2020.

**ECON 4920. Short Courses, Workshops, Institutes, and Special Programs (1-3)**
Consult the semester schedule for the current offering under this number. The specific title and credit authorized will appear on the student transcript.

**ECON 4980. Research Methods (3)**
A course designed for senior economics majors which requires the completion of an extensive thesis project. This course will focus on the formulation of hypotheses, review of relevant literature, and either theoretical or empirical analysis. Prerequisites: Senior standing and department approval.

**ECON/QUANTITATIVE COURSES - QUAN**

The following are service courses which are designed for major and minor programs in the John B. Goddard School of Business and Economics.

**QUAN SI2400. Business Calculus (3) F, S**
Emphasis on applications of quantitative tools to problems in business. Topics include profit maximization, cost functions, demand analysis, and output maximization with budget constraints and resource allocation. Prerequisite: MATH QL1050 with a "C-" or higher grade (or CR if taken on a CR/NC basis) or equivalent as determined by the Math Department.

**QUAN SI2600. Business Statistics I (3) F, S**
Introduction to concepts and applications of statistics in business and economics. Topics include summary statistics, probability distributions of random variables, sampling, and estimation. Class will include use of computers. Prerequisite: MATH QL1050 with a "C-" or higher grade (or CR if taken on a CR/NC basis) or equivalent as determined by the Math Department.

**QUAN SI3610. Business Statistics II (3) F, S**
Continuation of QUAN SI2600. Topics include test of hypotheses, correlation, time series, and multiple regression analysis with specific application to problems in business and economics. Computers will be used extensively in regression analysis. Prerequisite: ECON 2010, ACTG 2010, QUAN SI2600, IST 2000.

**DEPARTMENT**

**INFORMATION SYSTEMS & TECHNOLOGIES**

*Chair:* Betty Tucker  
*Location:* WSU Davis Campus, Suite 137  
*Telephone Contact:* Genevieve Bates 801-395-320  
*Associate Professor:* Taowen Le;  
*Assistant Professors:* David Petrie, Eric Swedin;  
*Instructor:* Betty Tucker;  
*Visiting Professor:* Zhuolin Yu

A bachelor's degree in Information Systems & Technologies provides you with a broad background in basic business knowledge, problem solving, and computer systems analysis and design skills. Graduates from this major are prepared to help organizations use computer technology to support their business processes. Technologies all IST majors study include software development, computer architecture, database design, web development and management, and networks. Then, depending on the concentration the student chooses, the student will also study advanced software development, and systems analysis and design, or advanced networks, information security and computer forensics.

Information Systems & Technologies graduates may work for a large organization, specializing in one aspect of information technology. Or, they may work for a small firm as one of a few people who help support all areas of the firm's technologies. The job will involve working with people to understand how they do their jobs and where computers can be most effective, as well as implementing computer-based solutions; training people to use the systems; installing and troubleshooting hardware, software and networks; and helping management understand and plan for the best new technologies to integrate in the organization's business processes.

**INFORMATION SYSTEMS & TECHNOLOGIES MAJOR**

**BACHELOR DEGREE (B.S. OR B.A.)**

*Program Prerequisites:* IST Associate of Science or Arts Degree, or equivalent degree or coursework (which may be articulated for the IST Associate) from an accredited A.S./A.A. program.

Generally, all Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON SS2010, ECON SS2020, IST 2000 and QUAN SI2600 (unless noted). These prerequisites are referred to collectively as "Business Foundations." All IST courses numbered above 3000 require Business Foundations except IST 3110. (Refer to John B. Goddard School of Business & Economics Requirements on pages 156-159.)
Major Courses Required (27 credit hours)

John B. Goddard School of Business & Economics Requirements

Admissions Requirements

An application is necessary for all degree programs and certificates in the John B. Goddard School of Business and Economics. Completion of Business Foundation courses with course grades of "C-" or higher is required for admission and access by majors to upper division Business and Economics courses.

General Education

Refer to pages 36-41 for either Bachelor of Science or Bachelor of Arts requirements. The following courses required for the Information Systems & Technologies major will also satisfy general education requirements: ENGL EN1010 and ENGL EN2010 (Composition); MATH QL1050 (Quantitative Literacy); BTNY LS1403 (Life Science); ECON SS2010 and ECON SS2020 (Social Science); ECON AI1740 is recommended to fulfill the Senate Bill Requirement in American Institutions. IST SS1100, The Wired Society, is recommended to fulfill a general education requirement in Social Science.

MATH QL1050 is, in addition to being a specific requirement in the John B. Goddard School of Business and Economics, a prerequisite for ECON SS2010, QUAN SI2400, and QUAN SI2600. Students seeking a major within the John B. Goddard School of Business and Economics should plan to take the necessary mathematics courses as early as possible in their program of study. MATH QL1050 must be completed with a grade of "C" or higher and may not be taken on a credit/no credit basis.

Course Requirements for B.S. or B.A. Degree

John B. Goddard School of Business & Economics Requirements

Liberal Support Curriculum (13 or 14)

Business Foundations (13)

Business Cross-Functional Core (19)

Business Functional Core (15)

Major Courses Required (27 credit hours)

IST 2010 Introduction to Information Systems & Technologies (1)

IST SI2110 Software Development I (3)

IST 2410 Information Systems Architecture (3)

IST 2720 Data Structures & Algorithms (3)

IST 3210 Database Design & Implementation (4)

IST 3610 Networks and Data Communications I (4)

IST 3700 E-business Technologies & Web Development (3)

Advisement

See John B. Goddard School of Business and Economics section of the catalog. All Information Systems & Technologies students are required to meet with a faculty advisor at least annually for course and program advisement. If this requirement is not met, the student may not be allowed to register for classes within his/her major. See an advisor by appointment in WSU Davis 137 or call 801-395-3520.

Advisement

See John B. Goddard School of Business and Economics section of the catalog. All Information Systems & Technologies students are required to meet with a faculty advisor at least annually for course and program advisement. If this requirement is not met, the student may not be allowed to register for classes within his/her major. See an advisor by appointment in WSU Davis 137 or call 801-395-3520.

IST 4730 Senior Practicum (3)

TBE 3250 Business Communications (3)

Concentration Courses Required (9-12 credit hours)

Complete one of the following concentrations.

- System Development Concentration (9 credit hours)

  IST 3720 Software Development II (3)

  IST 3730 Systems Analysis and Design (3)

  IST 4710 Enterprise Software Development (3)

- Information Security Concentration (12 credit hours)

  CJ 3130 Investigation of Computer Crime (3)

  IST 3620 Networks and Data Communications II (3)

  IST 4600 Information Security I (3)

  IST 4700 Information Security II (3)

For a suggested course sequence, go to: http://departments.weber.edu/ist and click on Advisement in the left menu.

Information Systems & Technologies

DEPARTMENTAL HONORS

- Program Prerequisite: Enroll in the General Honors Program and complete 9 hours of General Honors courses (see Honors Program on page 43).

- Grade Requirements: Maintain an overall GPA of 3.3.

- Credit Hour Requirements: Fulfill requirements for an Information Systems & Technologies Department major. In fulfilling these requirements, students must take at least 12 hours of Information Systems & Technologies courses on an Honors basis, 3 hours of which must be completed as a Senior Practicum (IST 4730). The student may receive Information Systems & Technologies Honors credit in any upper-division or graduate-level IS&T course.*

  * Permission from the department chair must be obtained before registering in a course for Honors credit. A written agreement must also be reached with the appropriate professor regarding the work expected for Honors credit.

Information Systems & Technologies

ASSOCIATE'S DEGREE (A.S. OR A.A.)

- Program Prerequisite: Generally, all Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON SS2010, ECON SS2020, IST 2000 and QUAN SI2600 (unless noted). These prerequisites are referred to collectively as "Business Foundations." All IST courses numbered above 3000 require Business Foundations except IST 3110. (Refer to John B. Goddard School of Business & Economics Requirements on pages 156-159.)

- Grade Requirements: Even though a minimum grade of "C-" will be accepted in courses used to satisfy the associate's degree requirements (an overall GPA of 2.5 or higher is required). Finally, a course grade of "C-" or higher is required for all business and economics prerequisite courses.

- Credit Hour Requirements: A total of 60 credit hours is required – a minimum of 30 of these is required within the A.S. program.

Advisement

See John B. Goddard School of Business and Economics section of the catalog. All Information Systems & Technologies students are required to meet with a faculty advisor at least annually for course and program advisement. If this requirement is not met, the
student may not be allowed to register for classes within his/her major. See an advisor by appointment in WSU Davis 137 or call 801-395-3520.

Admissions Requirements
An application is necessary for all degree programs and certificates in the John B. Goddard School of Business and Economics. Completion of Business Foundation courses with course grades of "C-" or higher is required for admission and access by majors to upper division Business and Economics courses.

General Education
Refer to pages 36–41 for either Bachelor of Science or Bachelor of Arts requirements. The following courses required for the Information Systems & Technologies major will also satisfy general education requirements: ENGL EN1010 and ENGL EN2010 (Composition); MATH QL1050 (Quantitative Literacy); BTNY LS1403 (Life Science); ECON SS2010 and ECON SS2020 (Social Science); ECON AI1740 is recommended to fulfill the Senate Bill Requirement in American Institutions. IST SS1100, The Wired Society, is recommended to fulfill a general education requirement in Social Science.

Course Requirements for A.S. Degree

Courses Required (30 credit hours)
- IST 2000 Software Skills for Business (1)
- IST 2010 Introduction to Information Systems & Technologies (1)
- IST SI2110 Software Development I (3)
- IST 2410 Information Systems Architecture (3)
- IST 2720 Data Structures & Algorithms (3)
- IST 3210 Database Design and Implementation (4)
- BTNY LS1403 Environment Appreciation (3)
- ACTG 2010 Survey of Accounting I (3)
- ECON SS2010 Principles of Microeconomics (3)
- ECON SS2020 Principles of Macroeconomics (3)
- QUAN SI2600 Business Statistics I (3)

For a suggested course sequence, go to: http://departments.weber.edu/ist and click on Advisement in the left menu.

INFORMATION SYSTEMS & TECHNOLOGIES MINOR

» Grade Requirements: A 2.5 GPA in the minor. A course grade of "C-" or higher is required for all business and economics prerequisite courses.

» Credit Hour Requirements: 20 semester credit hours required. Approval of a minor program by the Information Systems & Technologies department is required.

Course Prerequisites
Generally, all Business and Economics courses with numbers above 3000 require prior completion of ACTG 2010, ECON SS2010, ECON SS2020, IST 2000 and QUAN SI2600 (unless noted ). These prerequisites are referred to collectively as "Business Foundations." All IST courses numbered above 3000 require Business Foundations except IST 3110.

However, for purposes of the non-business minor and the BIS Emphasis, courses numbered 3000 or higher require prior completion of IST Prerequisite Courses and IST department approval.

Advisement
See John B. Goddard School of Business and Economics section of the catalog. All Information Systems & Technologies students are required to meet with a faculty advisor at least annually for course and program advisement. If this requirement is not met, the student may not be allowed to register for classes within his/her major. See an advisor by appointment in WSU Davis 137 or call 801-395-3520.

Admissions Requirements
An application is necessary for all degree programs and certificates in the John B. Goddard School of Business and Economics. Completion of Business Foundation courses with course grades of "C-" or higher is required for admission and access by majors to upper division Business and Economics courses.

Course Requirements for Minor Non-Business Majors (20 credit hours)

Courses Required (16 credit hours)
- ACTG 2010 Survey of Accounting I (3)
- IST 2000 Software Skills for Business (1)
- IST SI2110 Software Development I (3)
- IST 2410 Information Systems Architecture (3)
- IST 2720 Data Structures & Algorithms (3)
- IST 3110 Information Technology for Business (3)

Elective Course (4 credit hours)
Select one of the following
- IST 3210 Database Design & Implementation (4)
- IST 3610 Networks and Data Communications I (4)

Course Requirements for Minor Business Majors (20 credit hours)

Courses Required (17 credit hours)
- IST SI2110 Software Development I (3)
- IST 2410 Information Systems Architecture (3)
- IST 2720 Data Structures & Algorithms (3)
- IST 3210 Database Design & Implementation (4)
- IST 3610 Networks and Data Communications I (4)

Elective Course (3 credit hours)
Select one of the following
- IST 3620 Networks and Data Communications II (3)
- IST 3700 E-business Technologies
- IST 3720 Software Development II (3)

INFORMATION SYSTEMS & TECHNOLOGIES BIS EMPHASIS

» Program Prerequisite: IST 2000. Also refer to Bachelor of Integrated Studies (BIS) requirements.

» Grade Requirements: Each IST class must be completed with a grade of C- or better, and the overall GPA for IST classes must be at least 2.5.

» Credit Hour Requirements: 24 hours of IST courses selected in consultation with an IST advisor.

Course Prerequisites, Advisement and Admission Requirements
Refer to the IST Minor requirements above.

Suggested Courses
- IST SI2110 Software Development I (3)
- IST 2410 Information Systems Architecture (3)
- IST 3110 Information Technology for Business (3)
- IST 3210 Database Design & Implementation (4)
- IST 3610 Networks and Data Communications I (4)
- IST 3700 E-business Technologies
- & Web Development (3)

WEBER STATE UNIVERSITY 2005 – 2006 CATALOG
Information Systems & Technologies courses require a significant amount of computer work and telecommunications. It is strongly recommended that all majors acquire a personal computer with Internet access and develop good keyboarding skills.

**IST SS1100. The Wired Society (3)** Su, F, S
The explosive growth of information technologies in general, and the Internet in particular, has irreversibly changed the way we work and play. This course prepares students to be knowledgeable citizens of cyberspace. It reviews our social institutions and how they are being impacted by information technology as well as the ways in which technology has been shaped by our social institutions. The course also provides hands-on experience with a variety of Internet tools.

**IST 2000. Software Skills for Business (1)** Su, F, S
This is a one-credit course where all students in business and economics demonstrate current competence in desktop software commonly used in the business environment. The course involves a series of self-paced lessons on the web that cover computer competencies students will use in their business functional and cross-functional core courses. It is followed by a hands-on exam that tests these competencies. With a couple of exceptions, students may do the online review lessons and take the exam at their own pace during the semester (students should review the syllabus to note the exceptions). Completion of IST 2000 and an Information Literacy course (BSAD TD2704 or TBE TD1504 or LIBS TD2201 or LIBS TD2704) meets the WSU computer and information literacy requirement. Prerequisite: TBE TE1700 or equivalent.

**IST 2010. Introduction to Information Systems & Technologies (1)** F, S
This course introduces the student to the role played by computer technology in business strategy and problem resolution. It also introduces information technologies used in information systems, including: software development, hardware, operating systems, network management, project planning, and career paths. Students will develop their academic IST program plan. Lecture series by IST Faculty. Pre/Co-requisite: IST 2000.

**IST SS2110. Software Development I (3)** Su, F, S
This course introduces the student to the fundamentals of software construction using a contemporary programming language. This includes the IDE (Integrated Development Environment), syntaxes of the language, basic programming constructs, data representation, object concepts, programming flow control and problem solving logic. Students will design, program and debug several business application projects. Prerequisite: MATH QL1050. Pre/Co-requisite: IST 2000.

**IST 2410. Information Systems Architecture (3)** Su, F, S
This course provides students with a thorough grounding in computer hardware and operating system software, peripheral devices and contemporary information system architecture, including its structure, theory, and applications. Pre/Co-requisite: IST 2000.

**IST 2720. Data Structures and Algorithms (3)** Su, F, S
This course introduces the basics of specifying abstract data types, control structures and modularization, and using them to design programs. Commonly used data structures and algorithms are studied. Emphasis is made on choosing data structures and algorithms appropriate for solving given business problems. Prerequisite: IST 2110.

**IST 2891, 2892, 2893, 2894. Cooperative Work Experience (1-4)** F, S
Open to all associate degree-seeking students who have been selected to serve an internship in the information technology field or who have identified a special IST project with their current employer, subject to approval by the IST department. Credit is determined by hours/week of work.

**IST 3110. Information Technology for Business (3)** Su, F, S
This course provides students hands-on experience with information technology tools useful for academic and professional activities. It will prepare students to use information technologies effectively to improve productivity and promote competitive position in the marketplace. Prerequisite: IST 2000.

**IST 3210. Database Design and Implementation (4)** Su, F, S
This course provides a comprehensive coverage of business database systems. Students will learn how to design, implement and manage databases. They will learn both GUI interface and how to use the Structured Query Language (SQL). They will also gain experience in using an enterprise level, multi-user database. Prerequisites: IST 2110.

**IST 3610. Networks & Data Communications I (4)** Su, F, S
This course provides coverage of local area networks (LAN) technology and operations with emphasis on design and configuration issues. Design topics cover various aspects of internetworking devices, bridges and gates, backbones, gateways and wide area network (WAN) connectivity. Configuration topics include installing a network operating system, hardening a server, creating user accounts, managing the network, connecting devices and monitoring the network. Prerequisite: IST 2410.

**IST 3620. Networks and Data Communications II (3)** F, S
In this intensive hands-on course, the student will acquire the skills and techniques needed to configure, troubleshoot and support reliable TCP/IP internetworks. The student will learn the essentials of building an internetwork, including routing, configuring the Domain Name Server (DNS), setting up and managing a web server, configuring a firewall and IDS, and standards-based e-mail. Students will also participate in configuring clients, redesigning networks and troubleshooting routing. Prerequisites: IST 3610.

**IST 3700. E-business Technologies & Web Development (3)** F, S
This course provides students with knowledge of technologies needed in planning, implementing and supporting web-hosted applications and on-line commerce. Topics include web and commerce server design and deployment, search engines n-tier web architecture and supporting software, client-side/server-side programming with data-bound controls and session management, e-business application languages, markup languages, on-line payment mechanisms, systems reliability and security, scalability analysis, and solutions sourcing. Prerequisites: IST 3210 and IST 3610.
IST 3710. Global Issues in Information Technology (3) Su, F, S
This course shows how information technology is used as a key competitive advantage by multinational and transnational businesses. Topics include global perspectives on coordination and control, cultural dimensions, and geo-political considerations of global information technology applications. Prerequisites: Business Foundations.

IST 3720. Software Development II (3) F, S
This course builds on the software development skills learned in Software Development I. Topics include class hierarchies, inheritance and interfaces, object aggregation, data structure and collections, file management, threading, network programming, and the design of multi-tiered, distributed computing applications involving relational databases. Prerequisite: IST 2720.

IST 3730. Systems Analysis and Design (3) F, S
This course provides the knowledge and skills to design and implement computer-based systems to solve business problems. Topics include feasibility studies, requirement analysis, system design and development, implementation and testing. Students will learn the use of appropriate methodologies and tools, including object-oriented modeling and the use of computer-aided software engineering (CASE). Prerequisites: IST 3210 and IST 3610.

IST 3750. Electronic Business Communications (3)
This course gives students knowledge regarding the best practices in designing or developing electronic presentations, meetings, and collaborations. This course also familiarizes students with technologies fostering effective communication in virtual situations. Prerequisites: Business Foundations and MGMT 3200, Managerial Communications, or TBE 3250, Business Communications.

IST 4600. Information Security I (3) F, S
In a computer-literate age, sophisticated criminals use computers in their illegal and destructive activities. This course discusses cyber crime and teaches students how to recognize the patterns of an impending attack; detect attacks; set up a secure environment; and use tools to investigate cyber crime. Pre/Co-requisite: IST 3620.

IST 4700. Information Security II (3) F, S
This course covers the basic principles and concepts in information security and information assurance. It examines the technical, operational, and organizational issues of securing information systems. Topics include operating system issues, viruses, security awareness at the executive, technical and user levels, physical security, personnel security issues, policies, procedures, and the need for an enterprise security organization. Case studies and exercises in the computer lab will be used to provide examples of the need for organizations to develop security procedures and policies. Prerequisites: IST 4600 and CJ 3130.

IST 4710. Enterprise Software Development (3) F, S
This course covers the creation and integration of enterprise applications using object-oriented programming and distributed object technology. Topics include design issues for enterprise system development, application architectures, and integrating legacy data and applications with new enterprise systems. Students will use state-of-the-art practices to develop and implement systems. Prerequisite: IST 3720.

IST 4720. Emerging Information Technologies (3) Variable Title
New information technologies can give early adopters significant competitive advantage when used with careful planning, or they can mean disaster if hastily implemented. This course covers how to conduct an environmental scan toward evaluating and implementing new information technologies. Prerequisites: IST Foundations, Business Foundations and Departmental approval.

IST 4730. Senior Practicum: Project Management and Systems Development (3) F, S
This is a capstone course for the IST major. It provides hands-on and problem-solving experience in all areas of information technology including systems analysis, design, systems implementation, network design, software development, and database design. Students will participate as a member of a team to develop a project or a project for a significant computer-based system. This course focuses on working with actual business problems as represented in a major case study. Prerequisites: IST Concentration courses and Departmental approval.

IST 4801, 4802, 4803. Individual Projects (1-3) F, S
This course is open only to senior IST majors. Students will be required to complete an individual project, program, system, or research paper which will enhance their skills and marketability. Prerequisite: Senior standing and acceptance of the student's proposal by the faculty.

IST 4891, 4892, 4893, 4894. Cooperative Work Experience (1-4) F, S
Open to all students who have completed the Business Foundations classes and who have been selected to serve an internship in the information technology field or who have identified a special IST project with their current employer, subject to approval by the IST department. Credit is determined by hours/week of work.

IST 5930. Professional Development Workshop in Information Technology (1-4)
Information technology professionals must remain current with new technologies to remain competitive in their careers. This course offers professional development in new systems and software as they enter the mainstream of information technology practice. Prerequisite: Permission of instructor.

IST 6610. Information and Communications Technologies for e-Business (3) S
Covers the information and communications technology infrastructure required to support a robust e-business activity. Issues such as reliability, scalability, security, and responsiveness as well as n-tier architectures are reviewed. Prerequisite: MACC, MBA, or IST Certificate program standing.

IST 6620. Databases & Information Systems (3) F, S
This course covers the role of database technology in information systems. Through hands-on and conceptual knowledge, students will learn how databases are used to construct and operate information systems designed to support decision making. Various aspects of database systems including both correct methods and problems encountered during the design, implementation and operation of database systems will be covered. Students will gain hands-on familiarity with a relational database system. Prerequisite: Admittance to MACC or MBA program and IST 3110 or equivalent.

IST 6630. Networking & Information Systems (3) F
This course covers the role of networking technology in information systems. Through hands-on and conceptual knowledge, students will learn how data communications and networks are used to facilitate decentralized and distributed systems in support of decision making. Various aspects of networking including standards, media, network design and applications will be covered. Students will gain hands-on familiarity with a local area network and the Internet. Prerequisite: Admittance to MACC or MBA program and IST 3110 or equivalent.