

# COLLEGE OF BUSINESS

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*Departments and Programs*

- Accounting and Finance
- Computer Information Systems
- Management
- Marketing

## MISSION STATEMENT

The mission of the college is to support the economic development of southeast Michigan by preparing graduates to perform effectively in an “information age” business environment that is being shaped by a global economy *and* by helping business leaders understand and address the forces shaping their environment as they create and recreate business.

The primary focus of the college is on teaching and learning, whether in the classroom or in the community. Faculty research is fundamentally applied in nature and serves to enhance teaching as well as provide new insights to the business community and other scholars. Professional service is directed towards the needs of the region and the professional communities that sustain the faculty and also serves to enhance the teaching capacity of the faculty and learning opportunities for our students.

The College of Business provides affordable practical business education for the bachelor’s through the master’s level degrees to residents of southeast Michigan. By virtue of its various strengths, the College of Business also attracts students from outside the region and from the world. The college aims to design programs to meet the needs of a quickly changing business environment by having key corporate partnerships and strong advisory boards. The college has a strong faculty with interests and skills that match these needs: skills in entrepreneurship, human resources development, information/knowledge management, results measurement, change management, e-business, real estate development, corporate social responsibility, globalization, workforce diversity, supply and chain management innovation, and rapid growth and diversification of the regional economy.

The bachelor of business administration degree is offered to students majoring in any one of 12 undergraduate professional programs:

- Accounting
- Accounting Information Systems
- Bachelor’s-Master’s degree in accounting (150-hour program)
- Computer Information Systems
- †Economics
- Entrepreneurship
- Finance
- General Business
- International Business
- ‡Language and World Business
- Management
- Marketing

*Note:*

†Economics is offered in cooperation with the Department of Economics.

‡The joint bachelor of business administration-bachelor of arts degree in language and world business is offered in cooperation with the Department of Foreign Languages and Bilingual Studies, College of Arts and Sciences and the EMU World College.

Graduate programs lead to a master’s of business administration or master of science degree in accounting, computer-based information systems and human resource management and organization development. For descriptions of graduate programs and courses in the College of Business, consult the graduate catalog.

Accreditation of all undergraduate and graduate programs is by AACSB International: The Association to Advance Collegiate Schools of Business.

## ADMISSION

Admission to the college of business is open to student applicants with 56 or more hours completed who are enrolled in the last one or two of the 16 required courses to qualify for admission. Students wishing to advance register for classes should return their applications to the College of Business Undergraduate Business Advising Office by the following deadlines:

- Winter Semester ..... November 15
- Spring and Summer Sessions ..... March 15
- Fall Semester ..... July 15

*Note:*

Students who do not meet the above deadline for application to the College of Business should contact the Undergraduate Business Programs Office regarding late application.

Applicants must bring to the Undergraduate Business Program Office a progress report, tabulation of transfer credits and transcripts or grade reports in order to be approved immediately for registration in 300- to 400-level business courses.

Students must be admitted to the University to be considered for admission to the College of Business. However, students admitted to the University, are not automatically admitted to the College of Business.

Business majors who wish to enroll in 300- to 400-level business courses must contact the Undergraduate Business Program Office.

To qualify for admission, students must have successfully completed 56 hours with a minimum cumulative grade point average of 2.5. In addition, the following courses (1 through 14) must be recognized as successfully completed by the University, and the business courses (9 through 14) must be completed with a minimum earned grade of C- (C required for transfer courses) in each:

1. ENGL121 Composition II: Researching the Public Experience (3 hrs)
2. One course from the following:
  - CTAS121 Fundamentals of Speech (2 hrs)
  - CTAS124 Fundamentals of Speech (3 hrs)
3. An English, foreign language or communication elective
4. MATH118 Linear Models and Probability (3 hrs)
5. ECON201 Principles of Macroeconomics (3 hrs) and ECON202 Principles of Microeconomics (3 hrs)
6. PLSC112/113 American Government (3/3 hrs)
7. Philosophy or religion (logic or ethics strongly recommended)
8. PSY101/102 General Psychology (3/4 hrs)
9. COB200 Introduction to Business (3 hrs)
10. ACC240 Principles of Financial Accounting (3 hrs) and ACC241 Principles of Managerial Accounting (3 hrs)
11. LAW293 Legal Environment of Business (3 hrs)
12. IS215 End-User Computing (3 hrs)
13. MGMT202 Business Communication (3 hrs)
14. DS265 Business Statistics I (3 hrs)

Business students may not enroll in 300- to 400-level business courses prior to completing admission requirements. Students who fail to satisfy admission requirements may be involuntarily withdrawn from upper-division business courses by the college.

### Freshman

Freshmen who are high school National Merit Scholars or Eastern Michigan University Presidential scholars, as determined by the scale below, may gain priority admission to the College of Business as a freshman.

The determination of an EMU Presidential Scholar is indicated on the scale below:

GPA	ACT	SAT
4.0	20	940-979
3.9	21	980-1019
3.8	22	1020-1059
3.7	23	1060-1089
3.6	24	1090-1129
3.5	25	1130-1169
3.4	26	1170-1209
3.3	27	1210 and up

### Transfer Student

Students transferring from a community college or a four-year institution who have completed at least 30 transferable credit hours with course(s) in a business track may also gain priority admission to the College of Business. Those students who have earned a 3.0 or higher GPA will be admitted to the College of Business without a probationary semester.

To maintain priority admit status in the College of Business:

- Students must maintain a minimum of 2.5 cumulative GPA at Eastern Michigan University.
- Priority admit students will be eligible to enroll in 300–400 level business courses after completing a total of 56 credit hours (junior status) and meeting prerequisite requirements.

Prospective transfer students are strongly recommended to contact the Undergraduate Business Advising Office for a review and evaluation of transfer credits individually and unofficially. Students may also contact the Transfer Center in 200 Pierce Hall, 734.487.1442. Prospective transfer students need to present unofficial transcripts/records for advising. Once an applicant is accepted as a transfer student at Eastern Michigan University, an official tabulation of credit will be provided to the student during the initial advising appointment at Academic Advising in 301 Pierce Hall. Business-intent students will be advised in the College of Business Undergraduate Advising Office after the initial advising appointment at Academic Advising. Transfer business students are required to formally apply for admission to the College of Business and must meet all college admission requirements.

#### Non-business majors

Non-business majors need not apply for admission to the College of Business but must contact the Undergraduate Business Advising Office. Students will be asked to provide academic records and to complete a student intake sheet to confirm their program of study and preparation. Students must be of junior standing (56 or more hours) and in good academic standing (2.0 GPA or better) to enroll in 300- and 400-level College of Business courses. No student majoring in a program outside of the College of Business may be given more than 30 hours of credit for courses offered in EMU's College of Business. This limitation applies to those minoring in business as well as to those taking business courses for general elective credit. Non-business majors also must satisfy stated course prerequisites listed in this catalog.

## CURRICULUM FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE (BA)

The bachelor of business administration degree requires that students successfully complete a minimum of 60 hours in business within the minimum 124 hours required to qualify for a B.B.A. degree. No more than 50 percent of the 124 hours may be completed in the business courses.

In the program of study outlined below, the number of general education hours in symbolics and communication, mathematics, science and technology, social science and arts and humanities is indicated. Students must take the specified courses as shown. In some cases, courses taken to meet General Education Requirements also may satisfy specific program requirements, as in the case of economics, mathematics and computer literacy. (Please refer to EMU General Education Graduate Requirements on pages 22–26.)

Students must meet requirements for admission to the College of Business before enrolling in upper-division (300- or 400-level) business courses.

The curriculum described meets the major and minor requirements for graduation. No additional minor is needed.

The business core and major requirements in effect at the time of the student's initial registration at Eastern Michigan University (see the EMU seven-year rule on page 34), or the requirements of a subsequent catalog, including those in effect at the time of the student's graduation, may be used to complete graduation requirements.

Active articulation agreements exist between this program and community colleges. For further details, see the Articulation Agreements section, page 13.

See page 263 for course descriptions.

## GRADUATION REQUIREMENTS FOR BACHELOR OF BUSINESS ADMINISTRATION

Academic standards require that students maintain a 2.0 GPA. Students who fail to achieve this cumulative 2.0 GPA will be considered to be on probation by the University. A cumulative GPA below 2.0 for consecutive semesters will result in dismissal from the University. Please refer to the section under "Academic Probation and Dismissal" in this catalog.

To qualify for graduation, students must maintain a GPA of 2.0 in the business administration core and 2.0 in their major as well as maintaining a 2.0 overall EMU GPA.

### General Education Requirements .....41 hours

#### Area I Symbolics and Communication

1. See page 23
2. See page 23
3. MGMT202 Business Communication\*
4. *One course from the following:*  
MATH118 Linear Models and Probability (3 hrs)  
MATH122 Elementary Linear Algebra (3 hrs)
5. IS215 End-User Computing\*

#### Area II Science and Technology

1. See page 24
2. See page 24
3. See page 24

#### Area III Social Sciences

1. See page 24
2. See page 24
3. ECON201 Principles of Macroeconomics (3 hrs)
4. ECON202 Principles of Microeconomics (3 hrs)

#### Area IV Arts and Humanities

1. See page 25
2. See page 25
3. Logic or ethics is strongly recommended for general education requirement IV.3.
4. See page 25

### Physical Education/Graduation Requirement .....2 hours

### Major Requirements ..... 60-69 hours

#### Business Core 21 hours

- COB200 Introduction to Business (3 hrs)
- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- \*MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

#### Business Administration Core 15 hours

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- †MGMT490 Business Policy (3 hrs)

#### Discipline 24-23 hours

*Select one from the following:*

- Accounting
- Accounting Information Systems
- Computer Information Systems
- Economics
- Entrepreneurship
- Finance
- General Business
- Management
- Marketing

### Minor Requirement .....0 hours

*No minor is required.*

University Elective Courses .....	12-21 hours
<b>Program Total .....</b>	<b>124 hours</b>

*Note:*  
 \*This course satisfies both a general education and a major requirement.  
 †All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.  
 Business majors may complete no more than 50 percent of their course work in business, including validated business transfer courses. (DS265 Business Statistics I is excluded from the 50 percent limit.)  
 Students planning to pursue graduate study in business administration are encouraged to select MATH120 Calculus I and MATH122 Elementary Linear Algebra (MATH122 may replace MATH118 for the mathematics requirement.) and are urged to complete the following courses as electives:

- ECON301 Intermediate Macroeconomic Analysis (3 hrs)
- ECON302 Intermediate Microeconomic Analysis (3 hrs)
- DS465 Applied Linear Statistical Models (3 hrs)

All 200-level core courses listed above must be completed prior to admission to the College of Business.

## INTERNATIONAL BUSINESS MAJOR (INB)

The International Business major offers an interdisciplinary focus which is attractive to students who favor an introduction to the study of foreign languages and desire an interdisciplinary approach to professional business studies. The state of Michigan is one of the leading states in the amount of import and export business. General international activity is increasing due to NAFTA, our proximity to Canada and the relocation and development of many subsidiaries of foreign-based companies to Michigan.

The 124-hour International Business (IB) major differs from the 154-hour Language and World Business (LWB) degree in that the IB program does not require an extensive foreign language training. This program is also attractive to international students who are bi-lingual or multi-lingual and are more interested in broad-based business knowledge rather than specified professional areas.

### General Education Requirements ..... 44 hours

#### Area I Symbolics and Communication

1. See page 23
2. See page 23
3. See page 23
4. One course from the following:  
 MATH118 Linear Models and Probability (3 hrs)  
 MATH122 Elementary Linear Algebra (3 hrs)
5. IS215 End-User Computing\*

#### Area II Science and Technology

1. See page 24
2. See page 24
3. See page 24

#### Area III Social Sciences

1. See page 24
2. See page 24
3. ECON201 Principles of Macroeconomics (3 hrs)
4. ECON202 Principles of Microeconomics (3 hrs)

#### Area IV Arts and Humanities

1. See page 25
2. See page 25
3. Logic or ethics is strongly recommended for general education requirement IV.3.
4. See page 25

### Physical Education/Graduation Requirement ..... 2 hours

### Major Requirements ..... 73-76 hours

#### †Language Requirements 10, 13 hours

- French, German and Spanish (13 hrs)
- Japanese (10 hrs)

#### Business Core Courses 21 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

#### Business Administration Core Courses 15 hours

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)

#### ‡MGMT490 Business Policy (3 hrs)

#### Discipline 27 hours

- ACC475 International Accounting (3 hrs)
- FIN370 International Business Finance (3 hrs)
- MGMT495 International Management (3 hrs)
- MKTG460 International Marketing (3 hrs)

#### Two courses from the following:

- ACC479 Special Topics (3 hrs)
- ECON370 Comparative Economic Systems (3 hrs)
- ECON480 International Economics (3 hrs)
- IS479 Special Topics (3 hrs)
- FIN479 Special Topics (3 hrs)
- LAW350 International Business Law (3 hrs)
- MGMT492 Managing World Business Communication (3 hrs)
- MKTG375 International Business Transactions (3 hrs)

#### Select one from the following functional disciplines:

#### I. Accounting (INB ACC)

- ACC340 Intermediate Accounting (3 hrs)
- ACC342 Managerial Cost Accounting (3 hrs)
- ACC356 Accounting Information Systems (3 hrs)

#### II. Computer Information Systems (INB CIS)

For a third IS course, please see a CIS advisor.

- IS380 Introduction to Databases (3 hrs)
- IS320 Business Data Communications and Computer Networks (3 hrs)

#### III. Economics (INB ECN)

See an adviser in the Department of Economics for course selection.

#### IV. Finance (INB FIN)

##### Three courses from the following:

- FIN354 Investments (3 hrs)
- FIN357 Financial Markets and Institutions (3 hrs)
- FIN360 Theory of Financial Decisions (3 hrs)
- ACC340 Intermediate Accounting (3 hrs)
- FIN359 Intermediate Financial Theory (3 hrs)
- FIN450 Problems in Financial Management (3 hrs)
- FIN451 Introduction to Speculative Markets (3 hrs)
- FIN453 Commercial Banking (3 hrs)
- FIN454 Mortgage Banking (3 hrs)

#### V. Management (INB MGMT)

##### Three courses from the following:

- MGMT384 Human Resource Management (3 hrs)
- MGMT480 Management Responsibility and Ethics (3 hrs)
- MGMT484 Management-Union Relations (3 hrs)
- MGMT485 Human Resource Development (3 hrs)

#### VI. Marketing (INB MKTG)

Select any three marketing courses.

Minor Requirements .....0 hours  
*No minor is required.*

University Elective Courses .....2-5 hours

Program Total .....124 hours

*Note:*

*\*This course satisfies both a general education and a major requirement.*

*All 200-level core courses listed above must be completed prior to admission to the College of Business.*

*†Foreign language credits may be used to satisfy general education requirements I.3 and IV.1. Students who have learned English as a second language or who can demonstrate proficiency (through testing) in any foreign language may have minimum requirements of French, German, Japanese or Spanish waived.*

*‡All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.*

## DEPARTMENT OF ACCOUNTING AND FINANCE

Campus Address: 406 Gary M. Owen Building

Internet: [www.acffin.emich.edu](http://www.acffin.emich.edu)

Telephone: 734.487.3320

E-mail: [susan.kattelus@emich.edu](mailto:susan.kattelus@emich.edu)

See pages 244, 275, 286 and 308 for course descriptions.

The Department of Accounting and Finance prepares students for professional careers related to the fields of accounting, accounting information systems and finance. Within each of these major areas, students can develop their expertise in a variety of areas including financial accounting, managerial accounting, accounting information systems, auditing, taxation, governmental and nonprofit finance and banking.

The department's honor society, Beta Alpha Psi, is a national scholastic and professional fraternity for Accounting and Finance students and professionals. The primary objective of the fraternity is to encourage and give recognition to scholastic and professional excellence in the financial information field. This includes promoting the study and practice of accounting, finance and information systems; providing opportunities for self-development, service and association among members and practicing professionals; and encouraging a sense of ethical, social and public responsibility. For more information, see the department Web site at [www.acffin.emich.edu](http://www.acffin.emich.edu).

### BACHELOR'S-MASTER'S DEGREE IN ACCOUNTING (B.B.A.-M.S.A.)

Accounting (ACC)

Accounting Information Systems Track (AIS)

CPA candidates must have completed 150 hours of education before being admitted as members of the American Institute of Certified Public Accountants and to be licensed in most states.

#### Admission Requirements

Following are the minimal standards for admission to the combined B.B.A. and M.S.A. degree program in accounting. Generally, each item should be satisfied, though the candidate's overall record is considered. Transfer credits and grades will be evaluated in terms of Eastern Michigan University equivalency.

Initial admission is dependent on:

1. completion of 90 hours of undergraduate course work including College of Business requirements, General Education Requirements and ACC340 Intermediate Accounting;
2. a cumulative GPA of 3.0 on a 4.0 scale;
3. the candidate's written statement of personal goals; and
4. an interview with the program adviser.

Admission to the graduate level requires:

1. completion of 120 hours of undergraduate course work including course content Noted under initial admission above and the undergraduate components (i.e., required and restricted electives);
2. a GMAT score of 500 (must be taken during the fourth year, so that the candidate's score is received before admission to the fifth year); and
3. completed application and payment of fee to the Graduate School.

If the candidate is an accounting undergraduate from another four-year accredited school and plans to complete the graduate-level program at EMU, he/she must meet the minimum requirements set for graduate-level admission noted above, in addition to the bachelor's degree. The candidate is encouraged to apply to EMU at the beginning of his/her senior year and take the Graduate Management Admission Test (GMAT) during that same year.

To inquire about the specific requirements and to develop the program of study, contact:

Director of Graduate Business Programs

401 Gary M. Owen Building

Eastern Michigan University

Ypsilanti, MI 48197

734.487.4444

## ACCOUNTING MAJOR (ACC)

Students majoring in accounting develop competencies necessary for professional careers in:

**Public Accounting**, which leads to a career as a Certified Public Accountant (CPA). Public accounting firms provide a variety of professional services to their clients, such as audit, tax management, advisory and personal financial planning.

**Controllership and Financial Management in Industry**, which leads to careers as Certified Management Accountants (CMA). Managerial accountants perform tasks within a business, such as strategic cost management, performance measurement, budget analysis and internal and operational auditing. The strategic managerial accountant generates and interprets operating and financial data that help management make decisions.

**Internal Auditing**, which leads to careers as Certified Internal Auditors (CIA). Internal auditors are engaged within large corporations to provide independent objective assurance and consulting activities designed to add value and improve an organization's operations.

**Public and Nonprofit Sector Accounting**, which leads to careers as Certified Government Financial Managers (CGFM). Government accountants work in federal, state and local governmental entities to provide information and accountability to taxpayers and other resource providers. Accountants in nonprofit organizations provide similar information to donors, grantors and other resource providers.

Through an optional internship program, students with good academic records have an opportunity to work in public accounting or industry. These paid (at market wages) internships provide education, exposure to professionals and opportunities to network.

Upon graduation, accounting majors who plan to become Certified Public Accountants, Certified Management Accountants or Certified Internal Auditors will qualify to sit for national certification examinations. In Michigan, CPA candidates will qualify to sit for the exam upon graduation, but they will need 150 hours of education for licensure beginning July 1, 2003. However, many states require CPA candidates to have earned 150 hours of credit, or possibly a master's degree, before sitting for the exam. Be sure you know the requirements for your state.

The general requirements for the bachelor of business administration degree, the academic major requirements below and sufficient electives to meet the minimum of 124 hours for graduation, must be completed.

**General Education Requirements .....41 hours**

*Area I Symbolics and Communication*

1. See page 23
2. See page 23
3. MGMT202 Business Communication\*
4. *One course from the following:*
  - MATH118 Linear Models and Probability (3 hrs)
  - MATH122 Elementary Linear Algebra (3 hrs)
5. IS215 End-User Computing\*

*Area II Science and Technology*

1. See page 24
2. See page 24
3. See page 24

*Area III Social Sciences*

1. See page 24
2. See page 24
3. ECON201 Principles of Macroeconomics (3 hrs)
4. ECON202 Principles of Microeconomics (3 hrs)

*Area IV Arts and Humanities*

1. See page 25
2. See page 25
3. Logic or ethics is strongly recommended for general education requirement IV.3.
4. See page 25

**Physical Education/Graduation Requirement ..... 2 hours**

**Major Requirements.....60 hours**

**Business Core Courses 21 hours**

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- \*MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

**Business Administration Core Courses 15 hours**

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- ‡MGMT490 Business Policy (3 hrs)

**Discipline 24 hours**

- Required Courses 18 hours**
- ACC296 The Accounting Cycle and Profession (3 hrs)
  - ACC340 Intermediate Accounting (3 hrs)
  - ACC342 Managerial Cost Accounting (3 hrs)
  - ACC344 Principles of Taxation (3 hrs)
  - ACC356 Accounting Information Systems (3 hrs)
  - ACC496 Financial Management and Controllership (3 hrs)

**Restricted Elective Courses 6 hours**

- Two courses from the following:*
- ACC442 Advanced Cost Accounting (3 hrs)
  - ACC450 Internal Auditing (3 hrs)
  - ACC475 International Accounting (3 hrs)
  - ACC479 Special Topics (3 hrs)
  - ACC491 Accounting Honors Thesis (3 hrs)

- ACC499 Directed Studies (3 hrs)
- ACC540 Corporate Financial Reporting (3 hrs)
- †ACC541 Advanced Financial Accounting (3 hrs)
- †ACC546 Public and Nonprofit Sector Accounting (3 hrs)
- ACC548 Information Systems Audit and Control (3 hrs)
- ACC567 Professional Auditing (3 hrs)
- ACC585 Business Tax Planning (3 hrs)

**Minor Requirements .....0 hours**  
*No minor is required.*

**University Elective Courses .....21 hours**

**Program Total ..... 124 hours**

*Note:*

*\*This course satisfies both a general education and a major requirement.*

*†Students who intend to sit for the CPA examination in Michigan must elect ACC546 Public and Nonprofit Sector Accounting and should select ACC541 Advanced Financial Accounting.*

*‡All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.*

*All 200-level core courses listed above must be completed prior to admission to the College of Business.*

## ACCOUNTING INFORMATION SYSTEMS MAJOR (AIS)

Accounting information systems is a four-year program designed to provide a bachelor's degree with a concentration in accounting and computer information systems. The program combines the course work required for a degree in accounting with several computer information systems courses.

Eastern Michigan University is one of only a few universities in the country offering this unique degree. Accounting information systems majors who obtain this degree are well prepared for careers in a dynamic and ever-changing environment, where knowledge of both accounting and computer information systems is mandatory. Possible career choices include computer systems design, computer assurance services, computer security analysis, internal auditing, public accounting, nonprofit accounting and strategic managerial accounting.

Upon graduation, accounting information systems majors who plan to become certified public accountants, certified management accountants, certified internal auditors or certified information systems auditors will qualify to sit for national certification examinations. In Michigan, CPA candidates will qualify to sit for the exam upon graduation, but they will need 150 hours of education for licensure beginning July 1, 2003. However, many states require CPA candidates to have earned 150 hours of credit, or possibly a master's degree, before sitting for the exam. Be sure you know the requirements for your state.

The general requirements for the bachelor of business administration degree, the academic major requirements below and sufficient electives to meet the minimum of 124 hours for graduation, must be completed.

**General Education Requirements .....41 hours**

*Area I Symbolics and Communication*

1. See page 23
2. See page 23
3. MGMT202 Business Communication\*
4. *One course from the following:*
  - MATH118 Linear Models and Probability (3 hrs)
  - MATH122 Elementary Linear Algebra (3 hrs)
5. IS215 End-User Computing\*

*Area II Science and Technology*

1. See page 24
2. See page 24
3. See page 24

*Area III Social Sciences*

1. See page 24
2. See page 24
3. ECON201 Principles of Macroeconomics (3 hrs)
4. ECON202 Principles of Microeconomics (3 hrs)

*Area IV Arts and Humanities*

1. See page 25
2. See page 25
3. Logic or ethics is strongly recommended for general education requirement IV.3.
4. See page 25

Physical Education/Graduation Requirement .....2 hours

Major Requirements .....69 hours

**Business Core Courses** 21 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- \*MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

**Business Administration Core Courses** 15 hours

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- ‡MGMT490 Business Policy (3 hrs)

**Discipline** 33 hours

- ACC296 The Accounting Cycle and Profession (3 hrs)
- ACC340 Intermediate Accounting (3 hrs)
- ACC342 Managerial Cost Accounting (3 hrs)
- ACC344 Principles of Taxation (3 hrs)
- ACC356 Accounting Information Systems (3 hrs)
- ACC456 Accounting Information Systems Implementation and Projects (3 hrs)
- ACC548 Information Systems Audit and Control (3 hrs)
- IS219 File Processing and COBOL Programming (3 hrs)
- IS247 Introduction to Web Application Development (3 hrs)
- IS380 Introduction to Databases (3 hrs)
- One course from the following:*
  - IS315 Object-Oriented Application Development (3 hrs)
  - IS417 Systems Analysis and Design (3 hrs)
  - IS320 Business Data Communications and Computer Networks (3 hrs)

Minor Requirements .....0 hours

*No minor is required.*

†University Elective Courses.....12 hours

Program Total .....124 hours

*Note:**\*This course satisfies both a general education and a major requirement.**†These courses must be taken outside the College of Business.**‡All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.**All 200-level core courses listed above must be completed prior to admission to the College of Business.***FINANCE MAJOR (FIN)**

Finance majors acquire the knowledge and skills to analyze financial data and use financial concepts to value financial and real assets, and to help individuals and companies make decisions about allocating scarce resources. Students can develop their expertise in a variety of areas including corporate finance, banking, investments and international finance.

The general requirements for the bachelor of business administration degree, the academic major requirements below, and sufficient electives to meet the minimum of 124 hours must be completed for graduation.

General Education Requirements .....41 hours

*Area I Symbolics and Communication*

1. See page 23
2. See page 23
3. MGMT202 Business Communication\*
4. *One course from the following:*
  - MATH118 Linear Models and Probability (3 hrs)
  - MATH122 Elementary Linear Algebra (3 hrs)
5. IS215 End-User Computing\*

*Area II Science and Technology*

1. See page 24
2. See page 24
3. See page 24

*Area III Social Sciences*

1. See page 24
2. See page 24
3. ECON201 Principles of Macroeconomics (3 hrs)
4. ECON202 Principles of Microeconomics (3 hrs)

*Area IV Arts and Humanities*

1. See page 25
2. See page 25
3. Logic or ethics is strongly recommended for general education requirement IV.3.
4. See page 25

Physical Education/Graduation Requirement .....2 hours

Major Requirements .....60 hours

**Business Core Courses** 21 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- \*MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

**Business Administration Core Courses** 15 hours

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- ‡MGMT490 Business Policy (3 hrs)

**Discipline** 24 hours

- Required Courses** 15 hours
  - FIN354 Investments (3 hrs)
  - FIN357 Financial Markets and Institutions (3 hrs)
  - FIN359 Intermediate Financial Theory (3 hrs)
  - FIN360 Theory of Financial Decisions (3 hrs)
  - FIN450 Problems in Financial Management (3 hrs)

**Restricted Elective Courses** 9 hours*Nine hours from the following:*

- FIN352 Entrepreneurial Finance (3 hrs)
- FIN370 International Business Finance (3 hrs)
- FIN451 Introduction to Speculative Markets (3 hrs)
- FIN453 Commercial Banking (3 hrs)
- FIN454 Mortgage Banking (3 hrs)
- FIN479 Special Topics (3 hrs)
- ACC340 Intermediate Accounting (3 hrs)
- ACC540 Corporate Financial Reporting (3 hrs)
- ECON445 Economic Fluctuations and Forecasting (3 hrs)

Minor Requirements .....0 hours

*No minor is required.*

University Elective Courses .....21 hours  
 Program Total ..... 124 hours

*Note:*  
 \*This course satisfies both a general education and a major requirement.  
 ‡All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.  
 All 200-level core courses listed above must be completed prior to admission to the College of Business.

## FINANCE MAJOR — BANKING TRACK (FIN BNKG)

General Education Requirements .....41 hours  
*Area I Symbolics and Communication*  
 1. See page 23  
 2. See page 23  
 3. MGMT202 Business Communication\*  
 4. One course from the following:  
     MATH118 Linear Models and Probability (3 hrs)  
     MATH122 Elementary Linear Algebra (3 hrs)  
 5. IS215 End-User Computing\*  
*Area II Science and Technology*  
 1. See page 24  
 2. See page 24  
 3. See page 24  
*Area III Social Sciences*  
 1. See page 24  
 2. See page 24  
 3. ECON201 Principles of Macroeconomics (3 hrs)  
 4. ECON202 Principles of Microeconomics (3 hrs)  
*Area IV Arts and Humanities*  
 1. See page 25  
 2. See page 25  
 3. Logic or ethics is strongly recommended for general education requirement IV.3.  
 4. See page 25

Physical Education/Graduation Requirement .....2 hours

Major Requirements .....63 hours

**Business Core Courses** ..... 21 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- \*MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

**Business Administration Core Courses** ..... 15 hours

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- ‡MGMT490 Business Policy (3 hrs)

**Discipline** ..... 27 hours

- ACC340 Intermediate Accounting (3 hrs)
- FIN354 Investments (3 hrs)
- FIN357 Financial Markets and Institutions (3 hrs)
- FIN359 Intermediate Financial Theory (3 hrs)
- FIN450 Problems in Financial Management (3 hrs)
- FIN360 Theory of Financial Decisions (3 hrs)
- FIN454 Mortgage Banking (3 hrs)
- FIN453 Commercial Banking (3 hrs)

One course from the following:  
 FIN370 International Business Finance (3 hrs)  
 FIN451 Introduction to Speculative Markets (3 hrs)  
 ACC540 Corporate Financial Reporting (3 hrs)  
 FIN479 Special Topics (3 hrs)  
 ECON445 Economic Fluctuations & Forecasting (3 hrs)

Minor Requirements .....0 hours  
 No minor is required.

University Elective Courses ..... 18 hours

Program Total ..... 124 hours

*Note:*  
 \*This course satisfies both a general education and a major requirement.  
 ‡All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.  
 All 200-level core courses listed above must be completed prior to admission to the College of Business.

## ACCOUNTING MINOR (ACC) (For non-business majors)

Required Courses..... 18 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- ACC296 The Accounting Cycle and Profession (3 hrs)
- ACC340 Intermediate Accounting (3 hrs)
- ACC342 Managerial Cost Accounting (3 hrs)
- ACC356 Accounting Information Systems (3 hrs)

Restricted Elective Course .....3 hours

- One course from the following:
- ACC344 Principles of Taxation (3 hrs)
  - ACC442 Advanced Cost Accounting (3 hrs)
  - ACC450 Internal Auditing (3 hrs)
  - ACC475 International Accounting (3 hrs)
  - ACC540 Corporate Financial Reporting (3 hrs)
  - ACC546 Public and Nonprofit Sector Accounting (3 hrs)

Minor Total .....21 hours

## FINANCE MINOR (FIN) (For non-business majors)

Required Courses.....21 hours

- ACC240 Principles of Financial Accounting (3 hrs)
  - ACC241 Principles of Managerial Accounting (3 hrs)
  - FIN350 Principles of Finance (3 hrs)
  - FIN359 Intermediate Financial Theory (3 hrs)
- Three courses from the following:
- FIN354 Investments (3 hrs)
  - FIN358 Analysis of Financial Statements (3 hrs)
  - FIN370 International Business Finance (3 hrs)
  - FIN450 Problems in Financial Management (3 hrs)
  - FIN451 Introduction to Speculative Markets (3 hrs)
  - FIN453 Commercial Banking (3 hrs)
  - FIN479 Special Topics (3 hrs)

Minor Total .....21 hours

# DEPARTMENT OF COMPUTER INFORMATION SYSTEMS

**Campus Address:** 412 Gary M. Owen Building

**Internet:** www.cis.emich.edu

**Telephone:** 734.487.2454

**E-mail:** hung-lian.tang@emich.edu

See pages 309 and 341 for course descriptions.

The Department of Computer Information Systems prepares students for careers in business information systems. The department strives to produce highly qualified information systems professionals who are able to analyze, architect and integrate systems solutions.

Advising assistance, both academic and career, is provided by the faculty and is available Monday through Friday while school is in session, or by appointment.

Graduate study leads to the master of business administration with concentration in CIS or the master of science degree in information systems (M.S.I.S.). These degree programs and courses are described in the graduate catalog.

## COMPUTER INFORMATION SYSTEMS MAJOR (CIS)

Computer information systems emphasizes the role and application of computers in making management decisions. Students are prepared for careers as systems analysts, programmers, software engineers, database specialists and information systems and database management administrators.

The general requirements for the bachelor of business administration degree, the academic major requirements below, and sufficient electives to meet the minimum of 124 hours for graduation must be completed.

**General Education Requirements** ..... 41 hours

*Area I Symbolics and Communication*

1. See page 23
2. See page 23
3. MGMT202 Business Communication\*
4. *One course from the following:*  
MATH118 Linear Models and Probability (3 hrs)  
MATH122 Elementary Linear Algebra (3 hrs)
5. IS215 End-User Computing\*

*Area II Science and Technology*

1. See page 24
2. See page 24
3. See page 24

*Area III Social Sciences*

1. See page 24
2. See page 24
3. ECON201 Principles of Macroeconomics (3 hrs)
4. ECON202 Principles of Microeconomics (3 hrs)

*Area IV Arts and Humanities*

1. See page 25
2. See page 25
3. Logic or ethics is strongly recommended for general education requirement IV.3.
4. See page 25

**Physical Education/Graduation Requirement** ..... 2 hours

**Major Requirements** ..... 66 hours

**Business Core Courses** ..... 21 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- \*MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

**Business Administration Core Courses** ..... 15 hours

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- †MGMT490 Business Policy (3 hrs)

**Discipline** ..... 30 hours

- IS247 Introduction to Web Application Development (3 hrs)
- IS315 Object-Oriented Application Development (3 hrs)
- IS320 Business Data Communications and Computer Networks (3 hrs)
- IS380 Introduction to Databases (3 hrs)
- IS413 Information Technology Infrastructure and Security (3 hrs)
- IS417 Systems Analysis and Design (3 hrs)
- IS421 Enterprise Database Application (3 hrs)
- IS425 Information Systems Project Management (3 hrs)
- IS449 Information Systems Integration (3 hrs)
- One course from the following:*  
IS350 Enterprise Resource Planning (3 hrs)  
IS410 Business Intelligence (3 hrs)  
IS416 System Software Administration (3 hrs)

**Minor Requirements** ..... 0 hours

*No minor is required.*

**University Elective Courses** ..... 15 hours

**Program Total** ..... 124 hours

*Note:*

\*Course satisfies both a general education and major requirement.

†All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.

All 200-level core courses listed above must be completed prior to admission to the College of Business.

## COMPUTER INFORMATION SYSTEMS MINOR (CIS)

(For non-business majors)

**Required Courses** ..... 21 hours

- IS215 End-User Computing (3 hrs)
- IS219 File Processing and COBOL Programming (3 hrs)
- IS247 Introduction to Web Application Development (3 hrs)
- IS417 Systems Analysis and Design (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)

*One course from the following:*

- IS315 Object-Oriented Application Development (3 hrs)
- IS416 System Software Administration (3 hrs)
- IS380 Introduction to Databases (3 hrs)
- IS320 Business Data Communications and Computer Networks (3 hrs)
- IS426 Advanced Structured COBOL Programming (3 hrs)
- ACC356 Accounting Information Systems (3 hrs)

**Minor Total** ..... 21 hours

# DEPARTMENT OF MANAGEMENT

**Campus Address:** 466 Gary M. Owen Building  
**Internet:** www.mgt.emich.edu  
**Telephone:** 734.487.3240  
**E-mail:** fwagnerm@emich.edu

See page 321 for course descriptions.

Graduates from the Department of Management are prepared to assume leadership roles in today's dynamic environment in both business and non-business organizations. They understand the roles of management as well as the complex social and environmental obligations faced in business today. In so doing, they are ready to apply the needed technical, human and conceptual skills.

Eastern Michigan University's management graduates understand and are able to apply the behavioral sciences in planning, implementation, communication, organizational design and development, and performance measurement to maximize organizational and employee achievement.

Faculty from the department provide both academic and career advising assistance Monday through Friday while school is in session, or by appointment. Management advisers are available to help students tailor a program that answers a variety of career needs in both general business and management.

A concentration in human resource management is available under the management major. See your adviser for details.

Details on the department's innovative master of science degree in human resource organizational development (HR/OD) are available in the graduate catalog.

## ENTREPRENEURSHIP MAJOR (ENTR)

The general requirements for the bachelor of business administration degree, the academic major requirements below, and sufficient electives to meet the minimum of 124 hours for graduation must be completed.

**General Education Requirements** ..... 41 hours

### Area I Symbolics and Communication

1. See page 23
2. See page 23
3. MGMT202 Business Communication\*
4. *One course from the following:*  
 MATH118 Linear Models and Probability (3 hrs)  
 MATH122 Elementary Linear Algebra (3 hrs)
5. IS215 End-User Computing\*

### Area II Science and Technology

1. See page 24
2. See page 24
3. See page 24

### Area III Social Sciences

1. See page 24
2. See page 24
3. ECON201 Principles of Macroeconomics (3 hrs)
4. ECON202 Principles of Microeconomics (3 hrs)

### Area IV Arts and Humanities

1. See page 25
2. See page 25
3. Logic or ethics is strongly recommended for general education requirement IV.3.
4. See page 25

**Physical Education/Graduation Requirement** ..... 2 hours

**Major Requirements** ..... 60 hours

**Business Core Courses** ..... 21 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- \*MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

**Business Administration Core Courses** ..... 15 hours

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- ‡MGMT490 Business Policy (3 hrs)

**Discipline** ..... 24 hours

- MGMT384 Human Resource Management (3 hrs)
- MGMT388 Introduction to Entrepreneurship (3 hrs)
- MGMT460 Management Skills (3 hrs)
- MGMT481 Managing the Entrepreneurial Venture (3 hrs)
- MGMT488 Field Studies in Entrepreneurship (3 hrs)

*One course from the following:*

- MKTG363 Retailing (3 hrs)
- MKTG374 Business to Business Marketing (3 hrs)
- MKTG430 Marketing of Services (3 hrs)
- MKTG479 Special Topics:
- MKTG473 Marketing and Product Innovation (3 hrs)

*Two courses from the following:*

- ACC342 Managerial Cost Accounting (3 hrs)
- ACC344 Principles of Taxation (3 hrs)
- FIN352 Financial Management for Entrepreneurs (3 hrs)
- †MKTG363 Retailing (3 hrs)
- †MKTG374 Business to Business Marketing (3 hrs)
- †MKTG473 Marketing and Product Innovation (3 hrs)
- MGMT480 Management Responsibility and Ethics (3 hrs)
- Other courses with approval of the adviser.

**Minor Requirements** ..... 0 hours

*No minor is required.*

**University Elective Courses** ..... 21 hours

**Program Total** ..... 124 hours

*Note:*

\*Course satisfies both a general education and a major requirement.

†Students may select one of these courses if not previously taken to meet marketing requirement.

‡All 300-level Core Courses listed above must be completed before enrollment in MGMT490 Business Policy.

All 200-level Core Courses listed above must be completed prior to admission to the College of Business.

## GENERAL BUSINESS MAJOR (GBUS)

The major in general business has been designed for students seeking a broad business background rather than specialization in any one functional area of business. The program for the general business major includes a minimum of 124 hours for graduation as stipulated in the catalog.

**General Education Requirements** ..... 41 hours

### Area I Symbolics and Communication

1. See page 23
2. See page 23
3. MGMT202 Business Communication\*
4. *One course from the following:*

- MATH118 Linear Models and Probability (3 hrs)
- MATH122 Elementary Linear Algebra (3 hrs)

- 5. IS215 End-User Computing\*
- Area II Science and Technology*
  - 1. See page 24
  - 2. See page 24
  - 3. See page 24
- Area III Social Sciences*
  - 1. See page 24
  - 2. See page 24
  - 3. ECON201 Principles of Macroeconomics (3 hrs)
  - 4. ECON202 Principles of Microeconomics (3 hrs)
- Area IV Arts and Humanities*
  - 1. See page 25
  - 2. See page 25
  - 3. Logic or ethics is strongly recommended for general education requirement IV.3.
  - 4. See page 25

Physical Education/Graduation Requirement ..... 2 hours

Major Requirements ..... 60 hours

- Business Core Courses** ..... 21 hours
  - ACC240 Principles of Financial Accounting (3 hrs)
  - ACC241 Principles of Managerial Accounting (3 hrs)
  - COB200 Introduction to Business (3 hrs)
  - LAW293 Legal Environment of Business (3 hrs)
  - \*MGMT202 Business Communication (3 hrs)
  - \*IS215 End-User Computing (3 hrs)
  - DS265 Business Statistics I (3 hrs)
- Business Administration Core Courses** ..... 15 hours
  - FIN350 Principles of Finance (3 hrs)
  - MKTG360 Principles of Marketing (3 hrs)
  - MGMT386 Organizational Behavior and Theory (3 hrs)
  - POM374 Introduction to Production/Operations Management (3 hrs)
  - †MGMT490 Business Policy (3 hrs)
- Discipline** ..... 24 hours
  - MGMT384 Human Resource Management (3 hrs)
  - MGMT388 Introduction to Entrepreneurship (3 hrs)
  - MGMT460 Management Skills (3 hrs)
  - MGMT480 Management Responsibility and Ethics (3 hrs)
  - Restricted electives (12 hrs)
  - Twelve hours selected from at least three different departments in the College of Business. At least six hours must be at the 300- or 400-level.*

Minor Requirements ..... 0 hours  
*No minor is required.*

University Elective Courses ..... 21 hours

Program Total ..... 124 hours

*Note:*  
 \*This course satisfies both a general education and major requirement.  
 †All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.  
 All 200-level core courses listed above must be completed prior to admission to the College of Business.

## MANAGEMENT MAJOR (MGMT)

The major in management prepares students for a variety of roles in the business world. These roles can include line and staff supervisory positions and human resource assignments. The general requirements for the bachelor of business administration degree include a minimum of 124 hours for graduation as stipulated in the catalog.

General Education Requirements ..... 41 hours

- Area I Symbolics and Communication*
  - 1. See page 23
  - 2. See page 23
  - 3. MGMT202 Business Communication\*
  - 4. *One course from the following:*
    - MATH118 Linear Models and Probability (3 hrs)
    - MATH122 Elementary Linear Algebra (3 hrs)
  - 5. IS215 End-User Computing\*
- Area II Science and Technology*
  - 1. See page 24
  - 2. See page 24
  - 3. See page 24
- Area III Social Sciences*
  - 1. See page 24
  - 2. See page 24
  - 3. ECON201 Principles of Macroeconomics (3 hrs)
  - 4. ECON202 Principles of Microeconomics (3 hrs)
- Area IV Arts and Humanities*
  - 1. See page 25
  - 2. See page 25
  - 3. Logic or ethics is strongly recommended for general education requirement IV.3.
  - 4. See page 25

Physical Education/Graduation Requirement ..... 2 hours

Major Requirements ..... 60 hours

- Business Core Courses** ..... 21 hours
  - ACC240 Principles of Financial Accounting (3 hrs)
  - ACC241 Principles of Managerial Accounting (3 hrs)
  - COB200 Introduction to Business (3 hrs)
  - LAW293 Legal Environment of Business (3 hrs)
  - \*MGMT202 Business Communication (3 hrs)
  - \*IS215 End-User Computing (3 hrs)
  - DS265 Business Statistics I (3 hrs)
- Business Administration Core Courses** ..... 15 hours
  - FIN350 Principles of Finance (3 hrs)
  - MKTG360 Principles of Marketing (3 hrs)
  - MGMT386 Organizational Behavior and Theory (3 hrs)
  - POM374 Introduction to Production/Operations Management (3 hrs)
  - †MGMT490 Business Policy (3 hrs)
- Discipline** ..... 24 hours
  - MGMT384 Human Resource Management (3 hrs)
  - MGMT460 Management Skills (3 hrs)
  - MGMT480 Management Responsibility and Ethics (3 hrs)
  - MGMT486 Organizational Change and Team Building (3 hrs)
  - Four courses from the following:*
    - MGMT388 Introduction to Entrepreneurship (3 hrs)
    - MGMT403 Managerial Communication: Theory and Application (3 hrs)
    - MGMT450 Leadership Theories and Practice (3 hrs)
    - MGMT479 Special Topics (3 hrs)
    - MGMT481 Managing the Entrepreneurial Venture (3 hrs)
    - MGMT482 Compensation Administration (3 hrs)
    - MGMT483 Staffing Organizations (3 hrs)
    - MGMT484 Management-Union Relations (3 hrs)
    - MGMT485 Human Resource Development (3 hrs)
  - One course from the following:*
    - MGMT492 Managing World Business Communication (3 hrs)
    - MGMT495 International Management (3 hrs)
    - MGMT496 Current Issues in Human Resource Management (3 hrs)

Minor Requirements ..... 0 hours  
*No minor is required.*

University Elective Courses ..... 21 hours

Program Total ..... 124 hours

Note:  
 \*This course satisfies both a general education and a major requirement.  
 †All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.  
 All 200-level core courses listed above must be completed prior to admission to the College of Business.

## ENTREPRENEURSHIP MINOR (ENTR)

Required Courses..... 12 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- MGMT388 Introduction to Entrepreneurship (3 hrs)

Restricted Elective Courses..... 9 hours

Nine hours from the following:

- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- FIN352 Financial Management for Entrepreneurs (3 hrs)
- IS215 End-User Computing (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- MGMT202 Business Communications (3 hrs)
- POM374 Introduction to Productions/Operations Management (3 hrs)
- MKTG363 Retailing (3 hrs)
- MKTG374 Business to Business Marketing (3 hrs)
- MKTG473 Marketing and Product Innovation (3 hrs)
- MKTG430 Marketing of Services (3 hrs)
- MGMT481 Managing the Entrepreneurial Venture (3 hrs)
- MGMT488 Field Studies in Entrepreneurship (3 hrs)
- MGMT480 Management Responsibility and Ethics (3 hrs)

Minor Total..... 21 hours

## GENERAL BUSINESS MINOR (GBUS)

(For non-business majors)

Required Courses..... 12 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)

One course from the following:

- MGMT386 Organizational Behavior and Theory (3 hrs)
- MGMT384 Human Resource Management (3 hrs)

Elective Courses..... 9 hours

Any three courses offered by the COB that were not taken as a required course.

Minor Total..... 21 hours

Note:  
 Students who plan to pursue the MBA degree at EMU are recommended to enroll in ACC241 Principles of Managerial Accounting, FIN350 Principles of Finance (3 hrs) or POM374 Introduction to Production/Operations Management (3 hrs) (if prerequisite DS265 or ECON310 is met) to fulfill foundation courses for the MBA program.

## MANAGEMENT MINOR (MGMT)

(For non-business majors)

Required Courses..... 6 hours

- MGMT202 Business Communication (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)

Elective Courses..... 15 hours

Five courses from the following, three of which must be MGMT courses:

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)

- COB200 Introduction to Business (3 hrs)
- IS215 End-User Computing (3 hrs)
- MKTG261 Contemporary Selling (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- Any MGMT course not listed as a required course (3 hrs)

Minor Total..... 21 hours

## DEPARTMENT OF MARKETING

Campus Address: 469 Gary M. Owen Building  
 Internet: www.mkt.emich.edu  
 Telephone: 734.487.3323  
 E-mail: paul.chao@emich.edu

See pages 312 and 323 for course descriptions.

The marketing curriculum prepares students for careers in sales, advertising, product management, marketing management, marketing research, retailing, international business, purchasing, supply chain management and logistics.

Advising is provided by the department head and faculty and is available during scheduled office hours, or by appointment.

Graduate study leads to the master of business administration (MBA) degree. The MBA degree program and courses are described in the graduate catalog.

## MARKETING MAJOR (MKTG)

The marketing major offers career preparation in sports marketing, advertising and sales promotion, international business, marketing research, purchasing and materials management, retailing, marketing channels, supply chain management and sales and sales management. Students may select any nine-hour combination of marketing electives, but they are encouraged to focus on their anticipated career path.

The general requirements for the bachelor of business administration degree, the academic major requirements below and sufficient electives to meet the minimum of 124 hours for graduation must be completed.

General Education Requirements..... 41 hours

Area I Symbolics and Communication

1. See page 23
2. See page 23
3. MGMT202 Business Communication\*
4. One course from the following:  
 MATH118 Linear Models and Probability (3 hrs)  
 MATH122 Elementary Linear Algebra (3 hrs)
5. IS215 End-User Computing\*

Area II Science and Technology

1. See page 24
2. See page 24
3. See page 24

Area III Social Sciences

1. See page 24
2. See page 24
3. ECON201 Principles of Macroeconomics (3 hrs)
4. ECON202 Principles of Microeconomics (3 hrs)

*Area IV Arts and Humanities*

1. See page 25
2. See page 25
3. Logic or ethics is strongly recommended for general education requirement IV.3.
4. See page 25

Physical Education/Graduation Requirement ..... 2 hours

Major Requirements ..... 60 hours

**Business Core Courses** ..... 21 hours

- ACC240 Principles of Financial Accounting (3 hrs)
- ACC241 Principles of Managerial Accounting (3 hrs)
- COB200 Introduction to Business (3 hrs)
- LAW293 Legal Environment of Business (3 hrs)
- \*MGMT202 Business Communication (3 hrs)
- \*IS215 End-User Computing (3 hrs)
- DS265 Business Statistics I (3 hrs)

**Business Administration Core Courses** ..... 15 hours

- FIN350 Principles of Finance (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)
- POM374 Introduction to Production/Operations Management (3 hrs)
- †MGMT490 Business Policy (3 hrs)

**Discipline** ..... 24 hours**Required Courses** ..... 15 hours

- MKTG261 Contemporary Selling (3 hrs)
- MKTG365 Consumer Behavior (3 hrs)
- MKTG368 Marketing Strategy (3 hrs)
- MKTG470 Marketing Research (3 hrs)
- MKTG475 Marketing Planning and Management (3 hrs)

**Concentration Courses** ..... 9 hours

*Students may select from one of the following program areas or may select any nine-hour combination of marketing electives to create their own program in consultation with an adviser:*

- Advertising and sales promotion
- International business
- Purchasing and materials management
- Marketing channels
- Supply chain management
- Retailing
- Sales and sales management
- Marketing management
- Sports marketing

Minor Requirements ..... 0 hours

*No minor is required.*

University Elective Courses ..... 21 hours

Program Total ..... 124 hours

*Note:**\*This course satisfies both a general education and a major requirement.**†All 300-level core courses listed above must be completed before enrollment in MGMT490 Business Policy.**All 200-level core courses listed above must be completed prior to admission to the College of Business.***MARKETING MINOR (MKTG)**

(For non-business majors)

Required Courses ..... 6 hours

- MKTG261 Contemporary Selling (3 hrs)
- MKTG360 Principles of Marketing (3 hrs)

Restricted Elective Courses ..... 15 hours

*Five courses from the following, at least three must be in Marketing (all five may be in Marketing).*

- MKTG363 Retailing (3 hrs)
- MKTG364 Logistics and Materials Management (3 hrs)
- MKTG365 Consumer Behavior (3 hrs)
- MKTG368 Marketing Strategy (3 hrs)
- MKTG369 Advertising (3 hrs)
- MKTG374 Business to Business Marketing (3 hrs)
- MKTG375 International Business Transactions (3 hrs)
- MKTG379 Special Topics (3 hrs)
- MKTG425 Sports and Event Marketing (3 hrs)
- MKTG430 Marketing of Services (3 hrs)
- MKTG460 International Marketing (3 hrs)
- MKTG461 Sales Management (3 hrs)
- MKTG464 Supply Chain Management (3 hrs)
- MKTG470 Marketing Research (3 hrs)
- MKTG473 Marketing and Product Innovation (3 hrs)
- MKTG474 Promotional Strategy (3 hrs)
- MKTG475 Marketing Planning and Management (3 hrs)
- MKTG479 Special Topics (3 hrs)
- MKTG499 Independent Study (3 hrs)
- ACC240 Principles of Financial Accounting (3 hrs)
- MGMT202 Business Communication (3 hrs)
- MGMT386 Organizational Behavior and Theory (3 hrs)

Minor Total ..... 21 hours

*Note:*

*College of Business approval is required for students planning to enroll in 300- to 400-level business courses. All students must meet the specific course prerequisites for enrollment in any College of Business course.*

