

STEVEN L. CRAIG SCHOOL OF BUSINESS

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Vision

The Craig School of Business aspires to be one of the best undergraduate business schools in a regional public university and to support limited graduate programs.

Mission

The mission of the Steven L. Craig School of Business at Missouri Western State University is to provide undergraduate students with transformative educational opportunities and a strong foundational education in business. We will also serve graduate students through a limited number of focused graduate programs. The Craig School of Business views its role of service to the region and the interaction with its stakeholders as a key driver of student education and faculty development. The Craig School of Business is committed to scholarly and professional activities that are congruent with this Mission predominantly applied and pedagogical.

The Steven L. Craig School of Business prepares professionally-oriented students for the future. To accomplish this, it offers a baccalaureate degree with multiple majors/minors that provide

1. basic skills in written and oral communication, mathematics, and computer usage,
2. broad perspectives on the world through general studies courses, and
3. knowledge of current business decision-making practices and strategic perspectives through major courses.

The Bachelor of Science in Business Administration (BSBA) graduates about 120 students per year. After graduation, these students use their knowledge and abilities to launch careers in a variety of industries. The education that students acquire in the school enables them to become promotable at their workplaces and builds a solid foundation for lifelong learning.

Business degree recipients learn in the classroom and beyond. A variety of extracurricular activities on campus and applied learning experiences off campus add significantly to the students' learning and enjoyment. These experiences complement the curriculum by providing important opportunities for students to develop interpersonal and leadership skills that will serve them throughout their lives.

Applied Learning

Western's Business School requires three credits of Applied Learning. These learning experiences occur outside of the classroom and enhance the students' knowledge of the workplace environment. The classes that will count as Applied Learning are:

ACC 375	Accounting Internship	1-6
GBA 370 & GBA 371	Global Viewpoint and Business Study/Travel Experience	4

GBA 375	Business Internship	1-6
GBA 445	Business Practicum	3
GBA 480	Directed Student Research	1-5
GBA 481	Workplace Research	3
MGT 394	International Strategy Competition	3
MGT 417	Applied Entrepreneurship	3

Other coursework that is to count as Applied Learning will require approval of the School Dean. A maximum of three hours of the above coursework (not including Global Viewpoint) may be counted as Business electives.

Admission Admission Requirements

The Steven L. Craig School of Business has adopted entrance requirements for the BSBA degree program to ensure that capable and committed students are placed in classes with their peers where they can learn together and from each other. Students desiring to major in business administration should declare their intent to the Steven L. Craig School of Business by completing a pre-major form if their ACT composite is less than 23 or a major form if their composite is 23 or higher. At that time, students will be assigned a business advisor who can assist them in career planning and selection of a course of study. All students with an ACT composite score of 23 or higher will be admitted without review upon completion of an application for admission to the program.

Students with an ACT composite score below that number must earn a grade point average equal to or higher than 2.5 from at least 36 university credit hours including a grade of C or higher in the following courses:

ACC 201	Introductory Financial Accounting	3
COM 104	Oral Communication	3
ECO 260	Principles of Macroeconomics	3
or ECO 261	Principles of Microeconomics	
ENG 108	College Writing and Research	3
or ENG 112	Honors Composition and Rhetoric	
GBA 210	Business Statistics I	3
or MAT 132	Elementary Statistics	
GBA 211	Business Law I	3
GBA 220	Business Communications	3
Select one of the following:		3-5
MAT 112	Finite Mathematics	
MAT 116	College Algebra	
MAT 147	Applied Calculus	
MAT 165	Calculus with Analytic Geometry I: Differentiation	
MAT 167	Calculus with Analytic Geometry I	

Applications for admittance should be submitted at least one week prior to attempting registration in courses restricted to majors. Applications of transfer students (upon their request) will be given a preliminary review before MWSU's pre- or regular registration sessions

Majors

Students may take no more than 30 credit hours of Steven L. Craig School of Business courses unless they have been admitted to the Craig School.

- Accounting (Bachelor of Science in Business Administration, B.S.B.A.) (<http://catalog.missouriwestern.edu/undergraduate/craig-business/accounting-bs>)
- Finance (Bachelor of Science in Business Administration, B.S.B.A.) (<http://catalog.missouriwestern.edu/undergraduate/craig-business/finance-bs>)
- Management (Bachelor of Science in Business Administration, B.S.B.A.) (<http://catalog.missouriwestern.edu/undergraduate/craig-business/management-bs>)
- Marketing (Bachelor of Science in Business Administration, B.S.B.A.) (<http://catalog.missouriwestern.edu/undergraduate/craig-business/marketing-bs>)
- Supply Chain Management (Bachelor of Science in Business Administration, B.S.B.A.) (<http://catalog.missouriwestern.edu/undergraduate/craig-business/supply-chain-management-bs>)

Minors

- Entrepreneurship Minor (<http://catalog.missouriwestern.edu/undergraduate/craig-business/entrepreneurship-minor>)
- Finance Minor (Accounting Majors Only) (<http://catalog.missouriwestern.edu/undergraduate/craig-business/finance-minor>)
- General Business Minor (Non-business Majors Only) (<http://catalog.missouriwestern.edu/undergraduate/craig-business/general-business-minor>)
- International Studies Minor (<http://catalog.missouriwestern.edu/undergraduate/interdisciplinary-studies/international-studies-minor>)

Courses

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Accounting (ACC)

ACC 201 Introductory Financial Accounting Credits: 3

Typically Offered: Fall, Spring, Summer.

Course Description: An introduction to accounting for accounting and non-accounting majors. Accounting's role in the business environment. Accounting information acquisition, processing, reporting, and interpretation. Income statements, balance sheets, statements of cash flow, and statements of stockholders' equity and their related accounts explained from an information content perspective. **Prerequisite(s):** General Studies Math. Business majors must earn a grade of C or higher in MAT 112, MAT 116, MAT 137, MAT 147, MAT 165, or MAT 167.

ACC 202 Introductory Managerial Accounting Credits: 3

Typically Offered: Fall, Spring, Summer.

Course Description: An introduction to managerial accounting for users of managerial accounting information. Managerial accounting's functions, uses, users, and behavioral implications. Cost accounting concepts and strategic cost management. Budgeting and profitability analysis. Responsibility accounting and performance assessment. **Prerequisite(s):** ACC 201.

ACC 230 Accounting Techniques Credits: 1

Typically Offered: Fall, Spring.

Course Description: Procedures and systems of modern accounting. Should be taken prior to ACC 330 (concurrent enrollment allowed).

Prerequisite(s): ACC 201.

ACC 330 Intermediate Accounting I Credits: 3

Typically Offered: Fall.

Course Description: Analysis and interpretation of fundamental processes, assets, and equity values with related revenue and expense aspects. **Prerequisite(s):** ACC 201, ACC 230 or concurrent enrollment, and FIN 210 or concurrent enrollment in FIN 301.

ACC 331 Intermediate Accounting II Credits: 3

Typically Offered: Spring.

Course Description: Continuation of the critical study of balance sheet accounts and intensive analysis of financial statements. **Prerequisite(s):** A grade of C or higher in ACC 330.

ACC 333 Cost Accounting Credits: 3

Typically Offered: Fall, Spring.

Course Description: Cost accounting procedures with emphasis on the basic theory and procedures of allocating materials, labor, and manufacturing expenses in job order and process cost systems, including standard costing, variance analysis, and c-v-p analysis. **Prerequisite(s):** ACC 202.

ACC 336 Individual Income Tax Credits: 3

Typically Offered: Fall.

Course Description: The basics of individual tax such as gross income, exclusions from income, standard and itemized deductions, personal and dependency exemptions. Specific deductions such as bad debts, casualty losses and depreciation. Includes topics such as alternative minimum tax and computerized tax research. **Prerequisite(s):** BFC or CSB approval.

ACC 375 Accounting Internship Credits: 1-6

Typically Offered: Fall, Spring, Summer.

Course Description: An academic course which offers accounting majors an opportunity to integrate theory with actual business practice. Students work full-time or part-time in an accounting related position. Anticipated learning objectives are established in a contract agreed to by the student, the on-site supervisor, and the school internship coordinator. May be repeated for a total of 6 credits. This course is one of the options that satisfies the applied learning requirement. **Prerequisite(s):** Admission to the School of Business, Junior standing, an overall GPA of 2.5, and completion of ACC 202, ECO 260, ECO 261, GBA 201, GBA 210 or MAT 132, GBA 211, GBA 220 and one 300-level accounting course (concurrent enrollment allowed).

ACC 418 Accounting Information Systems Credits: 3**Typically Offered:** Fall, Spring.**Course Description:** An examination of organizations' information requirements and the role of computer information systems in meeting those requirements by gathering and producing information. The recording, processing, and accounting for transactions within the organization and between organizations. Data processing concepts including the issues in acquisition, development and deployment of responsive systems; assessment of the effectiveness of information systems in business decision making; and the impacts of information systems on organizations. Same as MGT 418. **Prerequisite(s):** BFC and PHL 230.**ACC 432 Advanced Cost Accounting Credits: 3****Typically Offered:** Departmental Discretion.**Course Description:** Cost accounting as a tool for management in the decision-making process, including quantitative methods, such as linear programming, statistical analysis, quality control, PERT, and queuing, that relate to the total business structure. **Prerequisite(s):** A grade of C or higher in ACC 333, BFC and PHL 230.**ACC 433 Auditing Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Verification of records, valuation and analysis of accounts, and presentation of conditions. Practical audit cases.**Prerequisite(s):** ACC 331, ACC 418 or MGT 418 (or concurrent enrollment) and PHL 230.**ACC 434 Advanced Auditing Credits: 3****Typically Offered:** Departmental Discretion.**Course Description:** Continuation of ACC 433, with emphasis on computer applications; not-for-profit organization audits will be examined. The course will be taught on an informal basis allowing the student to independently plan and administer an audit. Audit report writing will be studied. **Prerequisite(s):** A grade of C or higher in ACC 433, BFC and PHL 230.**ACC 435 Advanced Financial and Governmental Accounting Credits: 3****Typically Offered:** Fall.**Course Description:** Accounting principles and procedures relating consolidated statements, partnerships, and other financial accounting topics. Principles of fund accounting budgeting, and financial reporting in governmental and not-for-profit entities. Problems and case studies required with an emphasis in theory. **Prerequisite(s):** BFC, ACC 331, and PHL 230.**ACC 436 Advanced Income Tax Credits: 3****Typically Offered:** Spring.**Course Description:** Advanced problems in corporate taxation including tax-free incorporations, treatment of distributions, liquidations, and reorganizations. Partnership issues including partnership formation, basis, distributions, and termination. Qualifications for and operations of S corporations. Wealth transfer taxes such as gift and inheritance taxes. **Prerequisite(s):** BFC, ACC 336, and PHL 230.**ACC 450 Independent Research/Project Credits: 1-4****Typically Offered:** Fall, Spring, Summer.**Course Description:** Investigation of a research problem, project, or topic on an individual conference basis. **Prerequisite(s):** Admission to the School of Business, BFC, PHL 230, and School of Business approval.

Entrepreneurship (ENT)

ENT 201 Entrepreneurship I Credits: 3**Typically Offered:** Fall.**Course Description:** This course examines entrepreneurship's role in society and the economy, and the process of business creation from concept through business plan. Specific issues include: creativity and innovation; industry and market research and analysis; introduction to financial statements for purposes of planning and forecasting; introduction to financing options; the review of business plans and team development of an assigned plan. **Prerequisite(s):** ENG 104 and basic understanding of Microsoft Word and Excel.**ENT 301 Entrepreneurship II Credits: 3****Typically Offered:** Spring.**Course Description:** A continuation of learning different paths to entrepreneurship- new product innovation, business acquisition and franchising, succession of the family business, and planning for corporate innovation. Students will identify a business idea, assess the feasibility of the opportunity, and develop a plan to capitalize on the opportunity. The course will culminate in the development of a business plan. As such, the course is an attempt to help students pursue their passion in a business setting. **Prerequisite(s):** ENT 201 and a completion of 9 credit hours of entrepreneurship minor restricted electives.

Finance (FIN)

FIN 210 Personal Finance Credits: 3**Typically Offered:** Fall, Spring, Summer.**Course Description:** An applied course in the creation and implementation of financial plans for individuals. Topics include the importance of financial planning, time value of money, taxation of individuals, credit management, major purchase evaluation, insurance, personal investing, and retirement planning. **Prerequisite(s):** General studies math.**FIN 301 Financial Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Introduction to the issues which face the financial manager of a non-financial firm; discusses financial analysis, financial market instruments, profitability, investment decisions, and capital budgeting. **Prerequisite(s):** ACC 201, ECO 260 or ECO 261 and GBA 210 or MAT 132.**FIN 310 Investments Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** A course designed to help students plan and implement a personal investment plan. Topics will include setting investment goals, investing in securities such as stocks and bonds, mutual fund selection, and investing in tangible investments (including home purchases). **Prerequisite(s):** ACC 201, ECO 260 or ECO 261 and GBA 210 or MAT 132.**FIN 321 Financial Markets and Institutions Credits: 3****Typically Offered:** Fall.**Course Description:** An analysis of the theories and practices of financial institutions. Consideration of the financial services industry as a group of risk management institutions. An examination of the relationship between financial institutions and the financial markets within which they operate. **Prerequisite(s):** ACC 201, ACC 202, ECO 260, ECO 261, FIN 301, GBA 210 or MAT 132, GBA 211, and GBA 310.

FIN 401 Financial Management II Credits: 3**Typically Offered:** Spring.**Course Description:** An extension of FIN 301. Financial analysis, capital budgeting, long-term financing, and mergers and acquisitions are considered at an advanced level. The impact of risk on the above topics will be analyzed. **Prerequisite(s):** BFC and PHL 230.**FIN 410 Portfolio Management Credits: 3****Typically Offered:** Departmental Discretion.**Course Description:** An analytical and theoretical approach to security valuation concepts, portfolio analysis and management, and options and futures; discusses both traditional and technical techniques. **Prerequisite(s):** BFC and PHL 230.**FIN 412 Futures and Options Credits: 3****Typically Offered:** Fall.**Course Description:** Comprehensive study of futures and options markets. History, function, mechanisms, trading techniques; and the use of these markets for price discovery, speculation, and risk avoidance (hedging) are included. **Prerequisite(s):** BFC and PHL 230.**FIN 431 International Financial Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** An extension of FIN 301. Methods of funds management, risk management, financing, and capital budgeting for operations outside the firm's home country. Techniques for addressing the impacts of currency differences and political risk. **Prerequisite(s):** BFC and PHL 230.

General Business (GBA)

GBA 110 Introduction to Business Credits: 3**Typically Offered:** Fall, Spring.**Course Description:** A general survey of business organizations and their activities including accounting, economics, finance, management, and marketing. Content delivery format is designed to introduce students to the basic study skills, writing requirements, testing methods, and information sources most relevant to a business education. **RESTRICTION:** Course admission will be limited to students with fewer than 24 hours of college credit including those in progress.**GBA 201 Business Analytics & Reporting Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Applications of productivity software with focus on Microsoft Excel and Access proficiency and big data business issues/problems. Students will use Excel and Access to analyze business data and make recommendations based on their analyses. Reports will be developed for written and oral presentations. Previous computer experience recommended.**GBA 210 Business Statistics I Credits: 3****Typically Offered:** Fall, Spring, Summer.**Course Description:** Basic course for students in business; data collection and tabulation, graphic representation, measures of central tendency and dispersion, probability, types of distributions, sampling estimation, hypothesis testing, simple linear regression and correlation. Concentration is on interpretation. Course includes microcomputer application. **Prerequisite(s):** General Studies Math. Business majors must earn a grade of C or higher in MAT 112, MAT 116, MAT 137, MAT 147, MAT 165, or MAT 167.**GBA 211 Business Law I Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Introduction to the legal environment of business. Examines the constitutional and historical foundations of the American legal system; emphasizes contracts, personal property, bailments, and sales. **Prerequisite(s):** ENG 104.**GBA 220 Business Communications Credits: 3****Typically Offered:** Fall, Spring, Summer.**Course Description:** Designed to meet the needs of business for better written and oral communications. Covers principles of research, organization, and presentation of written memoranda, letters, and reports. Oral presentations help develop necessary skills required in a business environment. **Prerequisite(s):** COM 104 and either ENG 108 or ENG 112.**GBA 283 Introduction to Research Methods in Business Credits: 1-2****Typically Offered:** Departmental Discretion.**Course Description:** Introduction to basic research in business. Individual and team projects involving methods for solving business-related research problems. **Prerequisite(s):** School of Business approval.**GBA 310 Business Statistics II Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** A brief review of Business Statistics I followed by theoretical analysis and business applications of the basic multiple regression model, advanced topics in regression analysis, analysis of variance, and selected topics in non-parametric statistics. **Prerequisite(s):** GBA 210 or MAT 132.**GBA 311 Business Law II Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** A continuation of GBA 211 with emphasis on negotiable instruments and security devices under the Uniform Commercial Code; discusses partnerships, corporations, and other related areas. **Prerequisite(s):** Completion of 48 credit hours, including General Studies Category One - Basic Skills courses, and GBA 211.**GBA 370 Global Viewpoint Credits: 3****Typically Offered:** Spring (odd-numbered years).**Course Description:** The study of national and international business topics as well as the history and performance of selected companies. This is done in preparation for travel to cities in the U.S. and abroad. Students attend seminars presented by company officials. Locations, companies and topics vary by trip. May be repeated once to a different geographic location. Students who enroll in GBA 370 must also enroll in GBA 371 for the following summer semester. Applied learning credit is only given to those who successfully complete both courses. **Prerequisite(s):** BFC.**GBA 371 Business Study/Travel Experience Credits: 1****Typically Offered:** Summer (odd-numbered years).**Course Description:** A continuation of GBA 370. Travel to distant locations to attend seminars presented by company and/or governmental officials from the host location on topics of business issues and practices. Students who enroll in GBA 371 must have taken GBA 370 in the previous spring semester. Applied learning credit is only given to those who successfully complete both courses. **Prerequisite(s):** GBA 370 and School of Business approval.

GBA 375 Business Internship Credits: 1-6**Typically Offered:** Fall, Spring, Summer.**Course Description:** An academic program which offers business majors an opportunity to integrate theory with actual business practice. Students work full-time or part-time for a company in a position related to their major. Anticipated learning objectives are established in a contract agreed to by the student, the on-site supervisor, and the school internship coordinator. May be repeated for a total of 6 credits. This course is one of the options that satisfies the applied learning requirement.**Prerequisite(s):** Admission to the School of Business, Junior standing, an overall GPA of 2.5, and completion of ACC 202, ECO 260, ECO 261, GBA 201, GBA 210 or MAT 132, GBA 211, and GBA 220.**GBA 445 Business Practicum Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** The application of business concepts and theories to the problems of regional businesses. Faculty supervision of student problem-solving teams. Repeatable once for credit. This course is one of the options that satisfies the applied learning requirement.**Prerequisite(s):** Admission to the School of Business and completion of BFC and PHL 230.**GBA 447 Employment Law Credits: 3****Typically Offered:** Fall.**Course Description:** Examination of employment and labor laws including ADA, EEOA, Gender, Age, Race, National Origin, Worker's Compensation, Affirmative Action, Wage-Hour Law, and Privacy Legislation. **Prerequisite(s):** Completion of BFC, PHL 230, and MGT 341.**GBA 480 Directed Student Research Credits: 1-5****Typically Offered:** Fall, Spring, Summer.**Course Description:** Research on selected topics or problems on a conference basis. This course is one of the options that satisfies the applied learning requirement. **Prerequisite(s):** Completion of 90 credit hours including the BFC and PHL 230 and School of Business approval.**GBA 481 Workplace Research Credits: 3****Typically Offered:** Fall, Spring, Summer.**Course Description:** Research conducted at the student's workplace under the joint direction of a faculty member and a supervisor/superior. This course is one of the options that satisfies the applied learning requirement. **Prerequisite(s):** Completion of 90 credit hours including the BFC and PHL 230 and School of Business approval.**GBA 495 Career Development Seminar Credits: 1****Typically Offered:** Fall, Spring.**Course Description:** Course designed to assist business majors with preparation for beginning their professional careers. Selected topics include resume preparation, professional letters, networking strategies, interview strategies, company research for the job search and etiquette. **Prerequisite(s):** Junior standing.

Management (MGT)

MGT 341 Human Resources Management Credits: 3**Typically Offered:** Fall, Spring.**Course Description:** Policies and practices in personnel management, such as job analysis, selection of employees, placement, training, employee services, and industrial relations. **Prerequisite(s):** MGT 350, PHL 230, and GBA 210 or MAT 132 or PSY 300.**MGT 350 Organizational Behavior Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** An introductory course in management which focuses on individual-level (micro) management issues. Studies the relationship between individuals' values, emotions, perceptions, personality, and psychological capital on workplace behavior and performance. Reviews the effectiveness of alternative forms of learning, motivation, and leadership. **Prerequisite(s):** Completion of 45 credit hours including General Studies Category One - Basic Skills courses.**MGT 360 Organizational Theory, Design and Change Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Complements Organizational Behavior. This macro management course focuses on the external context within which the organization competes, the group-level of analysis within the organization, and the structural design components of arranging human capital into organizational units. The course also examines types and forms of organizational change, learning organizations, and concepts related to power and conflict. **Prerequisite(s):** BFC and PHL 230.**MGT 394 International Strategy Competition Credits: 3****Typically Offered:** Spring.**Course Description:** A business simulation opportunity to earn 3 applied learning credits in the Craig School of Business. One or more teams of 4-6 students will compete with other teams from universities throughout the world. Teams run a simulated business, work with a team of students as business executives, and deal with interrelated functional business issues. Preparation begins in late November, and during Spring semester weekly decisions are submitted to the Simulation Director. Each week results are returned to the team for analysis and preparation of the next week's decisions. On-site competition for the team(s) occurs in April for 3-4 days, with an awards ceremony at a closing banquet. **Prerequisite(s):** BFC, PHL 230, overall GPA of 2.5 or above, and submission of application.**MGT 395 Environmental Management Credits: 3****Typically Offered:** Spring.**Course Description:** A course focusing on the natural environment and the role that businesses play in environmental stewardship. Explores institutional and global perspectives about the regulation and economics of sustainability and environmental responsiveness. The course reviews topic areas such as environmental accounting, green marketing, green management and the basis for stakeholder investments. **Prerequisite(s):** BFC and PHL 230, and completion of General Studies Category Two - Natural Sciences, or School of Business Approval.**MGT 402 Entrepreneurship Credits: 3****Typically Offered:** Departmental Discretion.**Course Description:** The problems, opportunities, and methods of beginning a new business or new type of business. Examines the special needs of entrepreneurs regarding forecasting and planning, venture capital, trade finance, marketing, staffing, budgeting and cost control, and operations. **Prerequisite(s):** BFC and PHL 230.**MGT 416 Production and Operations Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Key management issues in operations of service and manufacturing firms. Analytical methods are studied for optimization of decision-making in inventory control, planning and scheduling, material requirement planning (MRP), just-in-time (JIT), project management, quality control, etc. **Prerequisite(s):** BFC and PHL 230.

MGT 417 Applied Entrepreneurship Credits: 3**Typically Offered:** Fall, Spring.**Course Description:** The course represents an opportunity for December and/or May CSB graduates or eligible students to acquire an ownership in a business franchise. Students must be willing to relocate to the location of the business. Students must be willing and able to sign an ownership option agreement that includes initial financing provided by a donor. Students will compete for a limited number of businesses or franchises and will be selected by a committee consisting of business and/or franchise representatives. **Prerequisite(s):** GPA of 3.0 or higher, completion of 105 credit hours, or School of Business approval.**MGT 418 Management Information Systems Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** An examination of organizations' information requirements and the role of computer information systems in meeting those requirements by gathering and producing information. The coding, processing, and accounting for transactions within the organization and between organizations. Data processing concepts including the issues in acquisition, development and deployment of responsive systems; assessment of the effectiveness of information systems in business decision making; and the impacts of information systems on organizations. Same as ACC 418. **Prerequisite(s):** BFC and PHL 230.**MGT 419 Strategic Management Credits: 3****Typically Offered:** Fall, Spring, Summer.**Course Description:** Examines strategic responses to problems and opportunities facing businesses in a changing global environment. Significant writing and speaking requirements. **Prerequisite(s):** Admission to the School of Business, completion of 105 credit hours including BFC and PHL 230, and School of Business approval.**MGT 425 International Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** The international dimensions of management with emphasis on the environmental, organizational, and cultural challenges to businesses operating on a global stage. **Prerequisite(s):** BFC and PHL 230.**MGT 431 Management Science Credits: 3****Typically Offered:** Spring.**Course Description:** Introduces the quantitative models that support decision making in business administration. Examples of those models are linear programming, integer programming, transportation/assignment, networks, queuing theory, simulation and inventory control. This course focuses on formulating business problems into appropriate quantitative models, solving the models by using computer software and interpreting the results from the managerial point of view. **Prerequisite(s):** BFC and PHL 230.**MGT 444 Organizational Staffing, Training, and Safety Credits: 3****Typically Offered:** Departmental Discretion.**Course Description:** This course is grounded in the comprehensive staffing model which focuses on the key components of staffing, external influences affecting staffing decisions and processes, and staffing systems management. Studies cover staffing strategies and planning, job analysis, measurement, external and internal recruitment, testing, selection, training, development, employee health and safety, and OSHA regulations. **Prerequisite(s):** BFC and PHL 230.**MGT 445 Compensation and Benefits Management Credits: 3****Typically Offered:** Departmental Discretion.**Course Description:** The most common types of benefit coverage for employees, the components of total reward and compensation systems, total benefits costs analysis, cafeteria plans, the U.S. Social Security system, and ERISA. **Prerequisite(s):** BFC and PHL 230.

Marketing (MKT)

MKT 301 Principles of Marketing Credits: 3**Typically Offered:** Fall, Spring.**Course Description:** Basic course defining marketing and its place within societies. Introduces the marketing concept, the marketing mix, and the marketing components of product, promotion, place, and price.**Prerequisite(s):** Completion of 45 credit hours including General Studies Category One - Basic Skills courses.**MKT 311 Consumer Behavior Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Considers the consumer's decision process as well as the effects of both internal and external factors upon consumer purchasing behavior. The course emphasizes the application of consumer behavior theory to the development of viable marketing strategies. Completion of General Psychology is recommended prior to taking Consumer Behavior. **Prerequisite(s):** MKT 301.**MKT 351 Professional Selling and Sales Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** An approach to professional selling that emphasizes the partnering aspects of relationship marketing. Includes the strategic planning of sales within a larger account strategy and managing a long-lasting relationship with the customer. The course includes aspects of sales management such as sales force motivation, monitoring and control, target setting, and selling in both consumer and business to business environments. **Prerequisite(s):** MKT 301.**MKT 381 Advertising and Promotion Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** The promotion mix: advertising, publicity, sales promotion, and personal selling. Analyzes the management and application of promotional strategies. **Prerequisite(s):** MKT 301 and MKT 311.**MKT 401 Marketing Research Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Application of scientific research techniques and statistical analyses of information (data) relative to sound marketing management decision-making. **Prerequisite(s):** BFC and PHL 230.**MKT 431 Retail Management Credits: 3****Typically Offered:** Departmental Discretion.**Course Description:** A strategic approach to retailing which concentrates on planning, implementing, and controlling such retail variables as location, personnel, merchandise, communication, price, and the strategic methods of accomplishing specific objectives. **Prerequisite(s):** BFC and PHL 230.

MKT 451 International Marketing and Trade Credits: 3**Typically Offered:** Fall.**Course Description:** Applies marketing mix variables to the multinational market. Considers differences in cultural, legal, language, and other environmental factors. The course also familiarizes students with commercial practices in international trade. These include different methods of payment, exchange risk coverage, customs practices, and the use of foreign trade zones. Organizational strategies to enter foreign markets such as joint ventures, foreign subsidiaries, franchising and international tendering through joint bids are also covered.**Prerequisite(s):** BFC and PHL 230.**MKT 481 Marketing Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Students integrate all elements of the marketing program to make decisions in actual business situations. The objectives of this course are for students to develop an ability to employ strategic analysis tools and refine problem-solving and decision-making skills.**Prerequisite(s):** BFC, MKT 401, and PHL 230.

Supply Chain Management (SCM)

SCM 301 Principles of Supply Chain Management Credits: 3**Typically Offered:** Fall, Spring.**Course Description:** Introduction to supply chain management and related topics including purchasing, demand planning, logistics, and quality. Business processes and their integrative nature will be examined as part of the course. **Prerequisite(s):** BFC and junior standing.**SCM 401 Demand Planning and Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Strategies and concepts related to managing and linking demand with production and customer relationship management. Topics include forecasting, sales and operations planning, customer service, distribution channels, service marketing, service quality assurance and measuring customer satisfaction. **Prerequisite(s):** BFC, junior standing and SCM 301.**SCM 411 Transportation and Logistics Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Economic, operating, and service characteristics of the various modes of transportation. Factors that influence transport demand, costs, market structures, carrier pricing, and carrier operating and service characteristics and their influence on other supply chain costs and performance. **Prerequisite(s):** MGT 416 and SCM 301.**SCM 412 Quality Management and Continuous Improvement Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** The role of quality in production and service environments and its impact on the competitive position. Strategic issues, philosophies and tools such as Six Sigma and SQC used to control quality are included. Continuous improvement is also explored. **Prerequisite(s):** BFC, junior standing and SCM 301.**SCM 420 Strategic Sourcing Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Sourcing strategies, concepts, and tools in the context of the integrated supply chain. Focuses on upstream supply chain activities. Topics include make or buy decisions, supplier evaluation and selection, global sourcing, costing, contracts and legal terms, negotiation, and purchasing ethics. **Prerequisite(s):** BFC, junior standing and SCM 301.**SCM 422 Supply Chain Analytics Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Focuses on the process of discovering relationships and patterns in big data. Actual big data sets will be used in a hands-on environment. **Prerequisite(s):** MGT 416 and SCM 301.**SCM 480 Strategic Supply Chain Management Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Focuses on integrated business processes and application of the supply chain management theories, concepts, and methods through the use of readings, case studies, projects, hands-on experiences in ERP, and industry speakers. **Prerequisite(s):** SCM 401, SCM 411 and SCM 420.

Faculty

Perry Adkins (2013) Instructor, Business. B.S.B.A., M.B.A., Pittsburg State University; C.P.A..**Cheng-Huei Chiao** (2007) Associate Professor, Business. B.S., M.S., National Chung-Hsing University; Ph.D., University of Wisconsin-Milwaukee.**Phillip Frank** (2016) Assistant Professor, Business. B.S., Appalachian State University; M.B.A., High Point University; Ph.D., University of North Carolina at Greensboro.**Konrad Gunderson** (2000) Associate Professor, Business. B.A., Luther College; M.S., University of Wisconsin-Madison; Ph.D., University of Nebraska-Lincoln.**Jeremy Jones** (2015) Assistant Professor, Business. B.S., M.B.A., Arkansas State University; Ph.D., University of Mississippi.**Michael Lane** (2013) Dean and Professor, Business. B.S., Lowell Technological Institute; M.S., Northeastern University; Ph.D., Texas A&M University.**Mark Lewis** (2005) Professor, Business. B.S., University of Kansas; M.S., Ph.D., Southern Methodist University.**Brett Luthans** (1996) Professor, Business. B.S., M.A., Ph.D., University of Nebraska-Lincoln.**Dalong Ma** (2014) Assistant Professor, Business. B.S., Tianjin University; M.B.A., Ph.D., Shandong University; Ph.D., University of Louisville.**Susan Montee** (2013) Assistant Professor, Business. CPA; B.A., Drury University; J.D., University of Missouri-Kansas City.**Shiva Nandan** (2017) Assistant Professor, Business. B.Sc., M.Sc., Gorakhpur University; M.B.A., University of British Columbia; Ph.D., University of Texas at Arlington; CFA, Chartered Financial Analyst.**Bin Qiu** (2017) Assistant Professor, Business. B.S., Northwestern Polytechnical University; M.S., University of International Business and Economics; M.B.A., Babson College.**Cassandra Samuel** (2015) Instructor, Business. B.S., M.S., Northwest Missouri State University.**Stephanie Schartel Dunn** (2014) Assistant Professor, Business. B.S.E., M.A., Pittsburg State University; Ph.D., University of Oklahoma.**Prashant Tarun** (2008) Associate Professor, Business. B.E., Sardar Patel University; M.S., Ph.D., University of Texas at Arlington.

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