

# STEVEN L. CRAIG SCHOOL OF BUSINESS

## Overview

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## Vision

The Craig School of Business aspires to be the best regional business school in the Midwest.

## Mission

The Steven L. Craig School of Business at Missouri Western State University prepares undergraduate and graduate students for successful careers through creating and sharing applied research, reinforcing key business skills, and partnering with business leaders in the local community to engage students in applied learning.

### Values and Principles

- We equip our graduates with relevant business knowledge, communication, decision-making and critical thinking skills essential to professional success.
- We integrate applied learning experience and entrepreneurial opportunities into the curriculum.
- We produce scholarship that complements and expands applied, teaching, learning, and discipline-based knowledge.
- We encourage Craig School of Business faculty, staff, and students to serve their communities and engage positively with stakeholders.

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:

Code	Title	Credit Hours
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 417	Applied Business Ownership	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.

## Majors

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

## Minors

- Entrepreneurship Minor (<http://catalog.missouriwestern.edu/undergraduate/interdisciplinary-studies/entrepreneurship-minor/>)
- Finance Minor (<http://catalog.missouriwestern.edu/undergraduate/business-professional-studies/craig-school-of-business/finance-minor/>)
- General Business Minor (Non-business Majors Only) (<http://catalog.missouriwestern.edu/undergraduate/business-professional-studies/craig-school-of-business/general-business-minor/>)
- Professional Business Minor (Non-business Majors Only) (<http://catalog.missouriwestern.edu/undergraduate/business-professional-studies/craig-school-of-business/profesional-business-minor/>)

## Courses

### Accounting (ACC)

**ACC 201 Introductory Financial Accounting Credits: 3**

**Typically Offered:** Fall, Spring.

**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 110, MAT 110E, MAT 111, MAT 111E, MAT 112, MAT 116, MAT 147, 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. Must be taken prior to ACC 330. **Prerequisite(s):** ACC 201.**ACC 310 Automated Accounting Systems for Franchise Credits: 1****Typically Offered:** Spring.**Course Description:** Direct application of accounting principles using Quickbooks. The course is a hands on learning experience in setting up and maintaining a set of books in a simulated business environment. Quickbooks and general accounting practices for small businesses. Good accounting practices will also be introduced as the course progresses.**Prerequisite(s):** ACC 201 and junior standing or School of Business approval.**ACC 311 Automated Accounting Systems for Small Business Credits: 3****Typically Offered:** Fall.**Course Description:** Direct application of accounting principles using Quickbooks. The course is a hands on learning experience in setting up and maintaining a set of books in a simulated business environment. Quickbooks and general accounting practices for small businesses. Good accounting practices will also be introduced as the course progresses.**Prerequisite(s):** ACC 201 and junior standing or School of Business approval.**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, a grade of C or higher in ACC 230, FIN 301 or concurrent enrollment, and junior standing.**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 and junior standing.**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):** ACC 202 and junior standing or School of Business 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 2.8, and completion of ACC 202, ECO 260, ECO 261, GBA 201, GBA 210 or MAT 111 or MAT 111E, GBA 211, 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. Course content is equivalent to MGT 418. **Prerequisite(s):** ACC 202, GBA 201, MGT 350 or concurrent enrollment, MKT 301 or concurrent enrollment, SCM 301, and admission to the School of Business.**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 and admission to the School of Business.**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.**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 and GBA 210 or MAT 111 or MAT 111E.**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):** A grade of C or higher in ACC 331, and admission to the School of Business.

**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):** ACC 336, and admission to the School of Business.**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. May be repeated for credit.**Prerequisite(s):** Departmental 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 junior standing.

## 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 and junior standing.**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 and junior standing.**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 202 and FIN 301.**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):** ACC 202, FIN 301, and admission to the School of Business.**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):** FIN 301 and admission to the School of Business.**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):** ACC 202, FIN 301, and admission to the School of Business.**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):** FIN 301 and admission to the School of Business.

## 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 and Reporting Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** Applications of productivity software with focus on Microsoft Excel proficiency and big data business issues/problems. Students will use Excel to analyze business data and make recommendations based on their analyses. Reports will be developed for written and oral presentations. Students will be required to take the Microsoft Office Specialist Excel Associate skills test as part of the course. Previous computer experience recommended.

**GBA 210 Business Statistics I Credits: 3****Typically Offered:** Fall, Spring.**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 110, MAT 110E, MAT 111, MAT 111E, MAT 112, MAT 116, MAT 147, 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:** Departmental Discretion.**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 111 or MAT 111E, and junior standing.**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):** GBA 211 and junior standing.**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):** Business Foundation Core and junior standing.**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 2.8, and completion of ACC 202, ECO 260, ECO 261, GBA 201, GBA 210 or MAT 111 or MAT 111E, and GBA 211.**GBA 395 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.**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):** Junior standing and admission to the School of Business.**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):** Junior standing and admission to the School of Business.**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):** Senior standing, admission to the School of Business, 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):** Senior standing, admission to the School of Business, and School of Business approval.

## 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):** GBA 210 or MAT 111 or MAT 111E or PSY 300, MGT 350 or concurrent enrollment, GBA 211, and junior standing.

### 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):** Junior standing.

### 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):** GBA 210 or MAT 111 or MAT 111E, GBA 211, and MGT 350.

### 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):** MGT 350 and admission to the School of Business.

### 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):** ACC 202, GBA 201, GBA 210 or MAT 111 or MAT 111E, MGT 350 or concurrent enrollment, SCM 301, and admission to the School of Business.

### MGT 417 Applied Business Ownership Credits: 3

**Typically Offered:** Spring.

**Course Description:** The course represents an applied learning opportunity for Spring graduates to study entrepreneurship and business ownership. Students acquire the tools and resources needed to build a comprehensive business plan around a real world business. The course also offers students the opportunity to acquire ownership in a business franchise through a separate competition. Competing students must be willing to relocate and sign an ownership option agreement that includes initial financing provided by a donor. Students compete for a limited number of franchises each spring and are selected by a committee consisting of business and franchise representatives. **Prerequisite(s):** ACC 310 or concurrent enrollment, GPA of 2.5 or higher, completion of 105 credit hours or School of Business approval. Fall graduates may be considered with director 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 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. Course content is equivalent to ACC 418. **Prerequisite(s):** ACC 202, GBA 201, MGT 350 or concurrent enrollment, MKT 301 or concurrent enrollment, SCM 301, and admission to the School of Business.

### 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):** ACC 418 or MGT 418 or concurrent enrollment, MGT 416 or concurrent enrollment, 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):** GBA 210 or MAT 111 or MAT 111E, GBA 211, MGT 350, and admission to the School of Business.

### MGT 431 Management Science Credits: 3

**Typically Offered:** Departmental Discretion.

**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):** ACC 202, GBA 201, GBA 210 or MAT 111 or 111E, MGT 350 or concurrent enrollment, SCM 301, and admission to the School of Business.

### MGT 444 Organizational Staffing, Training, and Safety Credits: 3

**Typically Offered:** Fall.

**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):** MGT 341, MGT 350, and admission to the School of Business.

### MGT 445 Compensation and Benefits Management Credits: 3

**Typically Offered:** Spring.

**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):** MGT 341 and admission to the School of Business.

**MGT 470 Management Leadership Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** The purpose of this course is to enable students to prepare themselves to become leaders of organizations, understand different theories on leadership, and increase their personal leadership development. Leadership development concepts introduced in the course will be immediately applicable for students and useful for the rest of their lives. **Prerequisite(s):** GBA 210, GBA 211, MGT 350, and admission to the School of Business.

## 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):** General Studies Mathematical Sciences, Written & Oral Communication Knowledge areas, and junior standing.**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 and PSY 101.**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 and PSY 101.**MKT 370 Digital Marketing Credits: 3****Typically Offered:** Fall, Spring.**Course Description:** This course will introduce students to the topics and skills required to succeed in digital marketing of a firm. The course will be taught in an applied setting. Students will be introduced to digital marketing software as well as tactics used to make digital marketing successful. **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 PSY 101.**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):** GBA 201, GBA 210 or MAT 111 or MAT 111E, MKT 311 or concurrent enrollment, and admission to the School of Business.**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):** ACC 201, ECO 260 or ECO 261, GBA 210 or MAT 111 or MAT 111E, GBA 211, MKT 301, and admission to the School of Business.**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):** ACC 201, ECO 260 or ECO 261, GBA 210 or MAT 111 or MAT 111E, GBA 211, MKT 301, and admission to the School of Business.**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):** MKT 381, MKT 401 or concurrent enrollment.

## 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):** General Studies Mathematical Sciences, Written & Oral Communication Knowledge areas, junior standing, and GBA 210.**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):** Junior standing and admission to the School of Business.**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.**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):** SCM 301 and admission to the School of Business.

**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):** SCM 301 and admission to the School of Business.**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.**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. M.B.A., Pittsburg State University; C.P.A..**Pramit Banerjee** (2022) Assistant Professor, Business. Ph.D., Oklahoma State University.**Yang Cheng** (2024) Assistant Professor, Business. Ph.D., Kent State University.**Cheng-Huei Chiao** (2007) Professor, Business. Ph.D., University of Wisconsin-Milwaukee.**Sel Dibooglu** (2024) Professor, Business. Ph.D., Iowa State University.**Wei Fu** (2024) Associate Professor, Business. Ph.D., University of Tennessee Knoxville.**Brett Luthans** (1996) Professor, Business. Ph.D., University of Nebraska-Lincoln.**Linda Salfrank** (2020) Instructor, Business. J.D., University of Missouri-Columbia.**Ramona Steele** (2024) Professor of Practice, Business. M.B.A., Northwest Missouri State University.**Prashant Tarun** (2008) Professor, Business. Ph.D., University of Texas at Arlington.**Tolga Ulusemre** (2022) Assistant Professor, Business. Ph.D., University of South Carolina.**Amit Verma** (2016) Associate Professor, Business. Ph.D., University of Iowa.