

MAJORS

- Accounting (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/accounting/>)
- Baylor Business Fellows (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/baylor-business-fellows/>)
- Economics (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/economics/>)
- Entrepreneurship and Corporate Innovation (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/entrepreneurship-corporate-innovation/>)
- Finance (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/finance/>)
- Human Resource Management (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/human-resource-management/>)
- International Business (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/international-business/>)
- Management (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/management/>)
- Management Information Systems (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/management-information-systems/>)
- Marketing (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/marketing/>)
- Professional Selling (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/professional-selling/>)
- Risk Management and Insurance (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/risk-management-insurance/>)
- Supply Chain Management (<https://catalog.baylor.edu/undergraduate/hankamer-school-business/majors/supply-chain-management/>)

Accounting (ACC)

ACC 2301 Survey of Accounting (3)

Pre-requisite(s): Sophomore or upper-level standing; a minimum GPA of 2.75; not open to BBA students or other students who have taken ACC 2303

An introduction to accounting for non-business majors that follows the business cycle of a start-up company. Topics include researching a company, financing operations, planning and budgeting, and the basic accounting cycle.

ACC 2303 Financial Accounting (3)

Pre-requisite(s): Cumulative GPA of 3.0 or higher; Only open to BBA students

An introduction to corporate financial statements, their preparation, and their use in decision making by persons outside the organization. The course focuses on analyzing business transactions to chart their effects on the results of operations, the cash flows, and the financial position of businesses organized for profit.

ACC 2304 Managerial Accounting (3)

Pre-requisite(s): Cumulative GPA of 3.0 or higher

A minimum grade of C in ACC 2303. Only open to BBA students. An introduction to principles of managerial accounting. Emphasis is given to the development and use of accounting information to support managerial decision-making processes in manufacturing, service, and not-for-profit settings. Topics include managerial concepts and systems, various analyses for decision making, and planning and control.

ACC 3101 Accounting Career Management Seminar (1)

Pre-requisite(s): BUS 1101 and 2101

The course provides career exploration and development experiences designed for accounting majors in the first semester of the accounting core. It assists you in self-assessment, increasing personal marketability, choosing your career concentration focus, and developing various "soft skills" desired by hiring employers. The course offers unique professional development activities. Credit may not be received after receiving credit in BUS 3101.

ACC 3301 Financial Accounting and Reporting I (3)

Co-requisite(s): ACC 3303

Pre-requisite(s): ACC 2303 and 2304 with a B average; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An examination of financial accounting considerations of business transactions. Emphasis is placed on understanding the accounting cycle, the conceptual framework underlying financial accounting, and recognition, measurement and reporting of receivables, inventories, property, plant and equipment, intangibles, liabilities, and stockholders' equity.

ACC 3302 Financial Accounting and Reporting II (3)

Co-requisite(s): ACC 3304

Pre-requisite(s): ACC 3301 and 3303 with minimum grade of C or better in each course; only open to accounting majors

A continuation course to ACC 3301, examining financial accounting considerations of business transactions. Emphasis is placed on understanding the recognition, measurement, and reporting of revenue, earnings per share, deferred taxes, pensions, and leases.

ACC 3303 Accounting Information Systems (3)

Co-requisite(s): ACC 3301

Pre-requisite(s): ACC 2303 and 2304 with a B average; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An in-depth study of the application of information systems knowledge to the accounting environment. Emphasis is upon developing students' abilities to understand the processing of accounting data (with an emphasis on the computer environment) and the controls that are necessary to assure accuracy and reliability of the data processed by the accounting system.

ACC 3304 Introduction to Federal Taxation (3)

Co-requisite(s): ACC 3302

Pre-requisite(s): ACC 3301 and 3303 with minimum grade of C or better in each course; only open to accounting majors

An examination of the economic theory on which the United States taxation system is based and the legal principles surrounding income taxation.

ACC 3305 Intermediate Accounting I (3)

Pre-requisite(s): A minimum grade of C in ACC 2304; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

(Not open to accounting majors.) The first of two courses for non-accounting majors covering financial accounting concepts and practices applicable to business enterprises organized for profit. Topics include the accounting cycle, the conceptual framework underlying financial accounting, measurement and reporting issues relating to receivables, inventories, intangible assets, property and equipment, and an overview of the income statement and balance sheet. May not be taken after credit received for ACC 3301.

ACC 3306 Intermediate Accounting II (3)

Pre-requisite(s): ACC 3301 or 3305

(Not open to accounting majors). A continuation of ACC 3305 for non-accounting majors, focusing on current liabilities, long-term debt, investments, stockholders' equity, and the statement of cash flows. Coverage includes accounting issues related to pensions, leases, deferred income taxes, earnings per share, accounting changes, and error analysis. May not be taken after credit received for ACC 3302.

ACC 3310 Accounting Research and Communication (3)

Co-requisite(s):

Pre-requisite(s): ACC 3301 and 3303 with minimum grade of C or better; only open to accounting majors

Use of primary sources of authoritative literature in resolving complex, professionally-oriented problems, primarily in financial accounting and taxation. Development of critical thinking and written and oral communication skills through applied research cases.

ACC 3331 Control and Audit of Information Systems (3)

Cross-listed as MIS 3332

See MIS 3332 for course information.

ACC 4308 Advanced Managerial Accounting (3)

Co-requisite(s): ACC 4330

Pre-requisite(s): ACC 3302 and 3304 with a grade of C or better; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Advanced study of managerial accounting and its use in both internal and external reporting, with an emphasis on managerial decision making. Course topics include various costing systems, cost-volume-profit analysis and the contribution approach to decision making, budgeting, and other managerial topics for planning and control.

ACC 4310 Energy Accounting and Law (3)

Pre-requisite(s): Recommended ACC 2303 and 2304

This course provides an overview of the oil and gas industry with respect to the accounting, tax, and legal functions of an organization. This includes the introduction of general terminology, history, and technical advances in the oil and gas industry as well as detailed analyses of industry specific accounting methods, cost recovery systems as well as financing and organizational structure trends in the industry.

ACC 4320 Not-for-Profit and Governmental Accounting (3)

Pre-requisite(s): ACC 4308 and 4330 with a grade of C or better in each course

(Not open to pre-business students). Examination of accounting, financial reporting, and budgeting for state and local governments, the federal government, and not-for-profit entities.

ACC 4330 Auditing, Attestation and Assurance Services (3)

Co-requisite(s): ACC 4308

Pre-requisite(s): ACC 3302 and 3304 with a grade of C or better; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

A study of the processes conducted by independent, internal, and governmental accountants to audit, attest, and provide assurance services on information provided by management. Theoretical concepts of materiality, audit risk, and evidential matter are explored, along with the auditor's understanding of controls in a sophisticated technological environment. The application of these concepts in a way that develops critical thinking and communications skills is emphasized.

ACC 4340 Advanced Accounting (3)

Pre-requisite(s): ACC 3302 and ACC 3304 with a grade of C or better in each course

(Not open to pre-business students.) A study of partnership accounting practices and the techniques followed to consolidate the financial statements of parent and subsidiary companies. Attention is also given to the distinctive accounting procedures associated with governmental and not-for-profit accounting.

ACC 4350 Business and Professional Ethics for Accountants (3)

Co-requisite(s):

Pre-requisite(s): ACC 3302 and 3304 with a grade of C or better; not open to pre-business students

Examination of moral and ethical issues within the accounting profession and the broader business environment. In addition to a broad study of ethical behavior and decision making, various professional codes of conduct within the accounting profession will be examined. Central to this examination will be the discussion of integrity, independence and objectivity, as well as accountants' legal liability.

ACC 4377 Personal and Business Tax Planning (3)

Pre-requisite(s): A minimum grade of C in ACC 2304; only open to BBA students; BBA students must be admitted to the Business School in order to take this course; not open to accounting majors

Basic tax concepts and principles. Extensive discussion of an individual's income deductions as well as family tax planning issues. Examination of the effect of taxes on business decisions, including a study of the various forms of businesses. Coverage also includes taxation of employee benefits, business expenses, and gift, estate, and trust taxation. Limited tax return preparation. May not be taken after credit received for ACC 3304.

ACC 4378 International Accounting (3)

Cross-listed as INB 4378

Pre-requisite(s): A minimum grade of C in ACC 2303 and 2304; not open to pre-business students

Examination of international accounting within the context of managing multinational enterprises (MNEs). The course will address accounting issues in the context of different countries. Exploration of the factors that influence accounting standards and practices and how those factors impact the harmonization of worldwide standards.

ACC 4396 Internship in Accounting (3)

Pre-requisite(s): ACC 3302 and 3304 with a grade of C or better in each course and consent of director of accounting internships; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Supervised work, full-time, for a minimum of eight consecutive weeks with duties consistent with those of beginning accounting graduates.

ACC 4V98 Special Studies in Accounting (1-6)

Pre-requisite(s): Consent of instructor; not open to pre-business students

Individualized research in accounting. Student's proposals for special study project must be approved by the supervising faculty member. Offered on demand and by consent of the advisor for one to six semester hours. May be repeated several times under different topics.

Baylor Business Fellows (BBF)**BBF 1101 Introduction to Business Fellows (1)**

Pre-requisite(s): Open only to Baylor Business Fellows majors
An introductory course designed to facilitate the transition of first year students to the Baylor Business Fellows major. The course includes instruction on the core values of community, fidelity, and humility, as well as the history and structure of the major and its processes.

BBF 4007 Fellows Exit Review (0)

Pre-requisite(s): Open only to BBF majors in their last year before graduation
The course is needed to complete the assessments of learning outcomes for the BBF major, and to ensure the completion of all graduation requirements for BBF majors.

BBF 4V98 Special Studies in Business Fellows (1-6)

Pre-requisite(s): Only open to BBF majors
With the consent of the Director of the Baylor Business Fellows, this course may be taken for one to six semester hours of credit.

Business (BUS)**BUS 1101 Connect to Hankamer School Bus (1)**

Pre-requisite(s): Only open to BBA students
An introductory course designed to facilitate the transition of first-year business students to the Hankamer School of Business (HSB). The course will include expert panels, guest speakers, alumni, faculty, and student guests, and provide exposure to HSB programming, build relationships within HSB, enhance the opportunity for academic success, and connect students with HSB. Selected topics include: role of the HSB curriculum, success in the Business School, HSB programming, business majors, building a professional portfolio, introduction to career services, and the importance of networking.

BUS 1201 Introduction to Business (2)

Pre-requisite(s): Open only to students with 89 hours or less
An introductory course designed to increase the business and financial literacy of pre-business majors and lay a strong foundation for business ethics. Interactive, hands-on simulations and daily readings increase business and financial literacy. Working with the Baylor University Honor Code and various corporate codes of ethics improve both personal and professional ethics. Regular visits from Baylor alumni are a key component of the course.

BUS 1305 Software Applications for Personal Productivity (3)

Pre-requisite(s): Not open to BBA students
This course cannot count toward the BBA degree. Introduces and develops foundational skills in applying business productivity tools to everyday tasks. Focus is on business productivity software applications, including word processing, spreadsheets, databases, and presentation graphics. Includes modules on hardware, software, cybersecurity, and networks/Internet..

BUS 1350 Software Applications for Business Productivity and Decision-Making (3)

Pre-requisite(s): Only open to BBA students
A hands-on course designed to familiarize students with current software application tools used by business professionals – such as spreadsheets and databases – that are essential to helping managers organize, store, analyze, share, and present data to help promote effective business decision-making.

BUS 2101 Career Management (Assessment & Discovery) for Undergraduate Students (1)

Pre-requisite(s): Cumulative GPA of 3.0 or higher; a minimum grade of C in BUS 1101; only open to BBA students
This course consists of a variety of career exploration and development experiences designed to help students identify their passion; prioritize and focus their job search efforts; and develop their leadership, communication, and personal marketability. Topics include self-assessment; career passion discovery; career exploration and development exercises; and interview training to assist in finding rewarding internships and full-time jobs.

BUS 2222 Introduction to Energy Commerce (2)

Pre-requisite(s): BUS 1201 or ECO 1380 with a grade of "B" or better
The energy industry in the United States and the world. Fossil fuels (oil, natural gas, and coal), renewables (solar, wind, biomass, hydropower), current events, and environmental/regulatory issues. Analysis of major companies, sources of information, and career opportunities.

BUS 3101 Career Management (Strategy & Success) for Undergraduate Students (1)

Pre-requisite(s): A minimum grade of C in BUS 2101
Only open to BBA students, excluding Pre-business majors. This course consists of a variety of career exploration and development experiences designed to prioritize and focus the students' job search needs; and develop the students' leadership, communication, and personal marketability. It will introduce networking skills, company (prospective employer) analysis, internship/job analysis and search strategy, interviewing skills, and negotiation techniques to maximize the students' new-hire potential. Credit may not be received after receiving credit in ACC 3101.

BUS 3302 Personal Financial Decisions (3)

Pre-requisite(s): Upper-level standing; a minimum GPA of 2.75; not open to BBA students
Basic personal financial management. Principal topics include personal financial statements (balance sheet and income statement); budgeting and cash management; responsible use of consumer credit; personal income taxes; types of personal insurance; investment alternatives; buying and financing major assets (home, automobile, appliances); and estate planning.

BUS 3303 Managerial Communications (3)

This course focuses on communication situations found in business and the work world. It is designed to help students become more successful in their professional lives. It incorporates the wide range of oral communication needed in our ever-growing diverse business and professional cultures. Topics of study and practice include improving presentation skills, overcoming communication apprehension, understanding the challenges of diverse cultures in the workforce, appreciating genderlect, using successful interpersonal skills, working in teams, developing leadership, preparing for ethical challenges, and participating in business dinner etiquette.

BUS 3310 Multinational Business (3)

An interdisciplinary introduction to the unique problems and opportunities that face firms engaged in international business, from the point of view of the multinational firm doing business abroad. Special attention is given to the international environment. The course is taught only outside the United States.

BUS 3315 Business Communications (3)

Pre-requisite(s): ENG 1304 or ENG 1310 or BIC 1323 or PHI 1301 or CLA 1304; Only open to BBA students

This course prepares students for the communication challenges of the twenty-first century workplace. Essential elements of the writing process are covered. Students complete the standard brief transactional messages; follow a structured research process and produce an executive report; and make a professional oral presentation. Job search communication is included with an emphasis on strategic best practices.

BUS 3330 Cross-Cultural Communication (3)

Overview of communication differences between cultures and how to successfully adapt global business practices across different cultures. Taught in a global setting it will utilize both organizational and cultural experiences to enhance written and verbal communication skills.

BUS 3337 The Business Of Professional Sports (3)**BUS 3345 Training and Development in Business and Industry (3)**

Pre-requisite(s): Upper-level standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course focuses on corporate training and its application to professional and staff development within business and industry. Course content includes learning styles, theories, and processes with an emphasis on the practical application to corporate training needs. In small groups, students will assess a training need, design/develop a training activity, and then conduct an actual training session.

BUS 3350 Christian Ethics Applied to Business (3)

Pre-requisite(s): Junior standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

A study of how business decisions and actions incorporate ethical issues. Individuals, organizations, economic/political systems and societies are influenced in significant ways by the ethical principles they use when shaping decisions about how to conduct business. The course examines, from a Christian perspective, the ethical foundations, responsibilities, and consequences of business practices in our society. Study includes the use of case studies illustrating the application of ethical theory in situations that students will likely encounter in their careers.

BUS 4370 Biblical Research Applied to Business (3)

Pre-requisite(s): Approval of instructor; not open to pre-business students

A search of the scriptures for presuppositions, principles, and propositional statements that have modern business applications. It is independent research with the exchange of Biblical discoveries and discerned applications to ethical and social problems faced in the business world.

BUS 4380 Business Excellence and Scholarship Team (BEST) (3)

Pre-requisite(s): Consent of the BEST faculty executive board; not open to pre-business students

BEST is a two-semester program designed to provide an innovative educational experience for selected students in the business school. During the fall semester, students enrolled in BUS 4380 will engage in various activities in close association with numerous Hankamer Business School faculty and community leaders. Proposed activities include an international trip, plant tours, self-assessments, career development exercises, and a weekend survival course. The second component of BEST involves enrollment in a special section of the business policy course (BUS 4385) during the spring.

BUS 4385 Strategic Management (3)

Pre-requisite(s): A grade of "C" or better must be earned in FIN 3309 or FIN 3310, BUS 3101 or ACC 3101, MKT 3305, MGT 3305 (or AS 3301 or MILS 3301), and MGT 3325 prior to enrolling in BUS 4385

May not be taken for graduate credit. Only open to BBA students. Not open to Pre-business majors. An integrative capstone course in which materials and techniques are drawn from many disciplines. Areas examined in the course include strategy formulation, implementation, and control from the perspective of the manager. Specific themes throughout the course include interpretation of mission, goals and objectives; competitive analysis, matching the strategic direction of the firm to the organization structure; and the interface between strategy and employees. All topics are explored from both domestic and international firm perspectives.

BUS 4V95 Energy Commerce Internship (1-6)

Pre-requisite(s): BUS 2222, Upper-level standing, and consent of instructor

Supervised work within the energy industry corresponding with the student's major and career goals.

BUS 4V98 Special Studies in Business (1-3)

Pre-requisite(s): Consent of instructor and associate dean; not open to pre-business students

May be taken for one to three hours credit.

Economics (ECO)

ECO 1305 Issues in Economics for Non-Business Majors (3)

Note: ECO 1305 does not count towards either an economics major or a business degree. This course provides an introduction to basic economic concepts, models, and tools used in economic analysis. In order to develop an appreciation for the value of economic analysis, applications are emphasized throughout the course. Students have the opportunity to apply the tools of economic analysis to a variety of issues including price controls, taxes, poverty, pollution, discrimination, competitive and monopolistic markets, economic growth, inflation and unemployment.

ECO 1380 Introduction to Economic Analysis and Policy (3)

Pre-requisite(s): Admission in the University Scholars Program, Baylor Business Fellows Program, Hankamer Scholars, or Honors Program; or consent of department

The nature and outcomes of economic decision-making at the individual, market, and aggregate levels. Rooted in traditional neoclassical economics and augmented with insights from the literature on transactions costs and institutions. Special attention is paid to questions of morality underlying economic decision-making.

ECO 2306 Principles of Microeconomics (3)

Pre-requisite(s): Cumulative GPA of 3.0 or higher
Microeconomic analysis including the theories and applications of demand, production, industrial organization, international trade, and Christian ethics in economic decisions.

ECO 2307 Principles of Macroeconomics (3)

Pre-requisite(s): Cumulative GPA of 3.0 or higher
A minimum grade of C in ECO 2306. A study of basic economic concepts, business organization, economic role of government, national income analysis, national income theory, money and banking, and the business cycle.

ECO 3305 Money and Banking (3)

Pre-requisite(s): A minimum grade of C in ECO 1380 or a minimum grade of C in ECO 2306 and 2307; and a minimum grade of C in MTH 1309 or MTH 1321
A study of the structure and functioning of American financial institutions; the functioning of financial markets and the nature of security prices and interest rates; the basic concepts of bank management; the nature of money and the role of the central bank in its creation; the basic structure of the economy and the impact of monetary actions on this structure; and the basic tenets of Monetarism and modern Keynesian monetary theory.

ECO 3306 Intermediate Microeconomic Analysis (3)

Pre-requisite(s): A minimum grade of C in ECO 1380 or a minimum grade of C in ECO 2306 and 2307; and a minimum grade of C in MTH 1309 or MTH 1321
Designed to provide an intensive study of contemporary microeconomic theory. Topics include consumer demand; market structure; production theory; the nature and behavior of costs; the pricing and allocation of productive resources; and the distribution of income. Emphasis is given to the use of these tools in business decision making.

ECO 3307 Intermediate Macroeconomic Analysis (3)

Pre-requisite(s): A minimum grade of C in ECO 1380 or a minimum grade of C in ECO 2306 and 2307; and a minimum grade of C in MTH 1309 or MTH 1321
Theories of long-term growth and short-term fluctuations in national economies, with emphasis on the macroeconomic implications of government policy. Topics include the national income accounting, long-run economic growth, unemployment, inflation, interest rates, exchange rates, international trade and investment, alternative theories of the business cycle, monetary policy, and fiscal policy.

ECO 3308 Engineering Economic Analysis (3)

Designed to provide an economic foundation for engineering decisions. The course stresses methods for making optimum choices among engineering alternatives. Topics include cash flow and present value analysis; break-even analysis; the impact of taxes and inflation on investment decisions; methods for assigning costs; the treatment of risk in decision making; and capital budgeting. (Will not count toward a major in economics.)

ECO 3331 International Economics (3)

Pre-requisite(s): A minimum grade of C in ECO 1380, or a minimum grade of C in ECO 2306 and ECO 2307; and junior standing
International trade theories, trade policies and their effects, regional economic integration, international economic organizations, trade problems of less developed countries, determination of exchange rates, and functioning of the international monetary system. A student may not earn credit in both ECO 3331 and INB 3332.

ECO 3355 Introduction to the Economics of Poverty and Discrimination (3)

Cross-listed as SOC 3355
Pre-requisite(s): Upper-level standing; not open to pre-business or business students
This course develops and applies basic economic concepts to questions of poverty, inequality, and discrimination in the United States, and to global poverty issues. Special attention will be paid to the contribution economic principles can make to understanding family structure, participation in the labor force, and gender and racial discrimination. Attention will also be paid to evaluating public policies designed to ameliorate poverty and discrimination, including social insurance, welfare programs, minimum and living wage laws, and equal opportunity policies. No previous knowledge of economics is necessary; all necessary economic principles will be developed in this class. (Will not count toward a major in economics.)

ECO 3390 Topics in Economics (3)

Pre-requisite(s): A minimum grade of C in ECO 1380 or a minimum grade of C in ECO 2306 and 2307; and a minimum grade of C in MTH 1309 or MTH 1321
Topics in the study of economics not covered by regular course offerings. Course may be repeated once for credit when topics vary.

ECO 4306 Welfare Economics (3)

Pre-requisite(s): A minimum grade of C in ECO 3306
Economic efficiency and its implications for social organization, human flourishing, and policy. Defining, measuring, and finding the means of achieving optimal human wellbeing. Pareto efficiency and the conditions necessary for it based on the Fundamental Theorems of welfare economics, and its application to markets, private organizations, government, and policy choices.

ECO 4312 Business Cycles and Forecasting (3)

Pre-requisite(s): A minimum grade of C in ECO 1380 or a minimum grade of C in ECO 2306 and 2307; BBA students must be admitted to the Business School in order to take this course
Examines basic causes of fluctuation in business activity. Topics include an examination of exogenous and endogenous influences on Gross National Product and other measures of economic activity, and the relationship between cycles in Gross National Product and cycles in particular industries and companies. The course emphasizes methods and techniques currently in use by business forecasters.

ECO 4314 Behavioral and Experimental Economics (3)

Pre-requisite(s): A minimum grade of C in ECO 1380, or a minimum grade of C in ECO 2306; BBA students must be admitted to the Business School in order to take this course
Application of the scientific method to economics using laboratory experimentation to test economic theories about individual and group behavior. Introduction of insights to economic modeling from psychology and other social sciences. Emphasis on the frontiers of research through study of journal articles.

ECO 4316 Economics of Firms, Industries, and Markets (3)

Pre-requisite(s): ECO 3306; BBA students must be admitted to the Business School in order to take this course
Examines the economic organization of industry; a survey of major theoretical and applied issues in the field of industrial organization. Topics include theory of the firm, the welfare consequences of competition and market power, goals of the firm and market effects, collusion, mergers, price discrimination, product differentiation, predation, and public policy.

ECO 4317 The Economics of Regulation (3)

Pre-requisite(s): A minimum grade of C in ECO 3306

The impact of government on market outcomes and business decision-making. Topics covered include the historical development of business and public policy, the current state of antitrust enforcement; issues involving multinational corporations; the basis for regulated markets and forces favoring deregulation; the impact of consumer protection laws, environmental protection policies, occupational and safety enforcement; and affirmative action policies on business; and the outlook for government and business relations in the future.

ECO 4318 Law and Economics (3)

Pre-requisite(s): A minimum grade of C in ECO 3306

Interrelationship of microeconomic theory and the law. The course looks at both the effects of law on economic activity and the effects of economic forces on the development of the law. Particular areas of law that will be discussed include property, contracts, torts, and procedure.

ECO 4319 Game Theory (3)

Pre-requisite(s): A minimum grade of C in ECO 1380, or a minimum grade of C in ECO 2306; BBA students must be admitted to the Business School in order to take this course

An elementary examination of the theory of games and strategic behavior with an emphasis on applications. Topics discussed include strategic form games, extensive form games, and games of asymmetric and incomplete information. Various equilibrium concepts will be discussed. Applies game theoretic concepts to strategic behavior in the social sciences, particularly economics and political science, with applications ranging from cartel behavior to international diplomacy.

ECO 4320 The Economics of Government (3)

Pre-requisite(s): A minimum grade of C in ECO 3306 Sources of public revenues, problems of the revenue system, public expenditures and budgeting, and public borrowing

ECO 4321 Energy Economics (3)

Cross-listed as AVS 4321

Analysis of energy markets, with a focus on static and dynamic efficiency. Oil, natural gas, coal, nuclear, and renewables (including wind, solar, hydro, geothermal, and biofuels). Regulation and deregulation in electricity and natural gas markets. Energy derivatives. Policy issues related to market externalities, including pollution and climate change.

ECO 4323 The Environment and Economic Analysis (3)

Cross-listed as AVS 4323, ENV 4323

See ENV 4323 for course information.

ECO 4325 Urban and Regional Economic Analysis (3)

Pre-requisite(s): A minimum grade of C in ECO 1380 or a minimum grade of C in ECO 2306 and ECO 2307; junior standing; BBA students must be admitted to the Business School in order to take this course

Focuses on the use of economic tools to analyze the key intraregional markets-land and housing, transportation, labor and public services and examines their public policy implications. Also examines interregional relationships, the growth and decline of cities, and the economics of urbanization.

ECO 4333 Foreign Exchange Markets (3)

Cross-listed as INB 4333

Pre-requisite(s): A minimum grade of C in ECO 1380, or a minimum grade of C in ECO 2306 and 2307; junior standing; BBA students must be admitted to the Business School in order to take this course

Description and analysis of currency markets, emphasizing their roles in the business environment. Topics include spot forward, futures, and options markets, currency, and interest rate swaps, models of exchange rate determination, the operation and relative merits of fixed and flexible exchange rate systems, and the management of exchange rate risk by business.

ECO 4334 Economic Development (3)

Cross-listed as INB 4334

Pre-requisite(s): A minimum grade of C in ECO 1380, or a minimum grade of C in ECO 2306 and 2307; junior standing; BBA students must be admitted to the Business School in order to take this course

Critical analysis of current explanations of economic growth and development, involving historical aspects, policies for achieving development in emerging countries, and conditions necessary for continued growth in advanced countries.

ECO 4335 Asian Economic Development (3)

Cross-listed as AST 4335, INB 4335

Pre-requisite(s): ECO 1305 or a minimum grade of C in ECO 2306 and 2307; junior standing; BBA students must be admitted to the Business School in order to take this course

A survey of the evolution of selected economies of Asia, with the aim of identifying in each case those conditions and policies which have aided or hindered economic progress.

ECO 4336 Economics of Labor (3)

Pre-requisite(s): ECO 3306; BBA students must be admitted to the Business School in order to take this course

Neoclassical approach to labor market analysis. Special attention is paid to the study of labor market phenomena from a microeconomic perspective, including the theory of wage rate determination, the concept of investment in human capital, the problems of race and sex discrimination, unemployment, and the impact of unionization on the structure of wages. Upon completion of this course a student will have a general working knowledge of the state of the art in labor market analysis and research.

ECO 4338 Economic Systems of the World (3)

Cross-listed as AST 4338, INB 4338

Pre-requisite(s): Junior standing; BBA students must be admitted to the Business School in order to take this course

An examination of the institutional structures and relative performance of representative capitalist and socialist economies of the world. Countries surveyed include the United States, Britain, France, Germany, Japan, the former Soviet Union, Hungary, China and Yugoslavia.

ECO 4343 History of Economic Thought (3)

Pre-requisite(s): A minimum grade of C in ECO 1380, or a minimum grade of C in ECO 2306 and 2307; junior standing; BBA students must be admitted to the Business School in order to take this course

Development of economic thought in relation to its economic and institutional background from the ancient philosophers to Alfred Marshall and neoclassical economists. Emphasis is placed on the contributions to economic thought of the founders.

ECO 4345 Mathematical Analysis in Economics (3)

Pre-requisite(s): A minimum grade of C in ECO 3306

Designed to acquaint the student with rudimentary mathematical techniques and their application to economic analysis.

ECO 4347 Econometrics (3)

Pre-requisite(s): A minimum grade of C in ECO 1380, or a minimum grade of C in ECO 2306 and 2307; a minimum grade of C in QBA 3305, STA 2381, or STA 3381; BBA students must be admitted to the Business School in order to take this course

Elementary and advanced topics in the application of statistical methods to economic inquiry. Multiple regression, forecasting, advanced estimation processes and simultaneous equation techniques are emphasized. The detection and treatment of problem areas are also examined.

ECO 4349 Causal Inference and Research Design (3)

Pre-requisite(s): A minimum grade of C or better in ECO 4347
Introduction to modern tools for determining the existence of causal relationships among variables. Emphasizes both the design of the research process and the use of advanced econometric techniques.

ECO 4350 Economics of Health and Medical Care (3)

Pre-requisite(s): A minimum grade of C in ECO 1380, or a minimum grade of C in ECO 2306; BBA students must be admitted to the Business School in order to take this course

Economic aspects of health and medical care: theory, empirical evidence, history, institutions, and public policy.

ECO 4351 Data Science I (3)

Pre-requisite(s): A minimum grade of B in ECO 4347
Best practices in data collection, cleaning, manipulation, and data and code management. Methods and principles of data exploration and visualization. Unsupervised statistical learning techniques, supervised statistical learning techniques, and false discovery principles.

ECO 4352 Data Science II (3)

Pre-requisite(s): A minimum grade of B in ECO 4347 and 4351
Assessing model accuracy, resampling methods, model selection, regularization, and dimension reduction. Machine learning techniques and their applications in economic research.

ECO 4355 Economic Poverty and Discrimination (3)

Cross-listed as SOC 4355
Pre-requisite(s): Minimum grade of C in ECO 2306; BBA students must be admitted to the Business School in order to take this course
Market and non-market issues in income determination. Emphasis on the supply and demand model and its application to the analysis of poverty and the poverty population. The effects of labor incomes and demographic and institutional factors of living standards, achievements, and shortcoming of income maintenance (welfare), equal opportunity and employment programs will be analyzed.

ECO 4380 Economic Reasoning and Policy Analysis (3)

Pre-requisite(s): ECO 3306, 3307, and 4347 recommended; BBA students must be admitted to the Business School in order to take this course
An integrative capstone course for economics majors in which the technique of economic analysis are applied to a wide range of issues. Emphasis on the application of basic and advanced economic theoretical and empirical techniques to the analysis of issues relevant to the student's undergraduate degree program and career goals. Basic concepts emphasized throughout the course includes the effect of incentives on behavior, the role of markets as resource allocation mechanisms, and the use of optimization analysis as a standard for comparing outcomes.

ECO 4390 Advanced Topics in Economics (3)

Pre-requisite(s): Minimum grade of C in ECO 3306
Advanced topics in the study of economics not covered by regular course offerings. Course may be repeated once for credit when topics vary.

ECO 4V98 Special Studies in Economics (1-6)

Pre-requisite(s): Not open to pre-business students
With the consent of the chair of the Department of Economics, this course may be taken for one to six semester hours of credit.

Entrepreneurship (ENT)

ENT 3301 Entrepreneurship: Living and Learning (3)

Pre-requisite(s): Open to residents of the Entrepreneurship Living Learning Center or consent of department
Exploration of entrepreneurship as a career and the journey to become an entrepreneur. Topics include fundamentals of entrepreneurship and developing an entrepreneurial mindset. Experiential learning with creativity and imagination in solving entrepreneurial problems. Counts as Fine Arts credit for BBA students.

ENT 3315 Starting and Managing a Business (3)

Pre-requisite(s): Upper-level standing; a minimum GPA of 2.75; not open to BBA students
An introductory course for students other than entrepreneurship majors. The course, which is designed around the business plan, examines how to formulate business ideas, select a location, select a legal form of organization, locate financing sources, assess the market, develop a human resource management system, and establish budgets for control.

ENT 3320 Entrepreneurship and New Ventures (3)

Pre-requisite(s): Only open to BBA students; BBA students must be admitted to the Business School in order to take this course
An introductory course in entrepreneurship designed to explore the development of innovative thinking and venture exploration which would ultimately lead to a new venture. Topics covered include: Developing an innovative perspective as well as identifying and testing venture concepts. Topics are introduced through the use of creative exercises, team projects, concept identification journals, discussion of entrepreneurship cases, and a business venture startup game.

ENT 3325 Skills and Behavior of the Entrepreneur (3)

Pre-requisite(s): ENT 3320 or ENT 3315
Focuses on the individual and the skills and behaviors necessary to be a successful entrepreneur. Students will develop creative thinking skills that will enable them to recognize business opportunities. Other skills include team building, goal setting, leadership, and negotiation. Significant portions of the course are conducted through experiential exercises and simulations.

ENT 3350 International Entrepreneurship (3)

Cross-listed as ENT 4350, INB 3350
Pre-requisite(s): Sophomore standing and consent of instructor
Examines entrepreneurship in other countries by focusing on the unique opportunities and problems associated with the particular country being studied. Comparisons are made between the host country and the United States. General issues related to doing business across national boundaries are included. This course is taught only outside the United States.

ENT 3380 Global Perspectives on New Ventures (3)

Pre-requisite(s): Either ENT 3315 or 3320
Entrepreneurship is increasingly global in nature, continuously creating new opportunities and competitors. Global Perspectives on New Ventures provides a deep understanding of these dynamics and helps students develop startup concepts that are more likely to succeed in the country-business context in which they may one day launch new international ventures.

ENT 4310 New Venture Finance: The Entrepreneur's Perspective (3)

Pre-requisite(s): ENT 3320 or consent of instructor; only open to BBA students

Successful entrepreneurs must effectively manage scarce resources in an increasingly complex and global world. This course is designed to provide students with a wide range of financial skills to more effectively manage their resources. Specific issues critical to emerging businesses such as financial forecasting, effective financial management, sources of financing, bootstrapping, and exit planning will be examined.

ENT 4320 Managing the Family Business (3)

Pre-requisite(s): Only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Explores the unique personal and interpersonal issues, as well as the business issues, associated with the family-owned and managed firm. Topics evaluated in the course include the competitive strengths and weaknesses of a family firm; the dynamics of family interactions and the family business culture; conflict resolutions; estate planning; and planning for succession.

ENT 4321 New Venture Development for Emerging and Existing Organizations (3)

Pre-requisite(s): ENT 3320 or consent of instructor; only open to BBA students

This course introduces students to the fundamentals of developing new ventures as entrepreneurs (i.e., building new organizations) and intrapreneurs (i.e., acting entrepreneurial within existing organizations). As such, ENT 4321 bridges entrepreneurship and corporate innovation topics. Students will be exposed to the formal process of launching a new business, the principles of organization design, and how organizational design.

ENT 4322 Entrepreneurship Capstone (3)

Pre-requisite(s): ENT 4310 and ENT 4321 or consent of instructor
Entrepreneurship Capstone explores advanced topics focused on start-up and new venture growth activities. Students learn to utilize all functional areas of the new venture to optimize revenue, finance firm growth, and maximize value creation. The emphasis is on providing practical tools through experiential learning.

ENT 4325 Entrepreneurial Leadership (3)

Pre-requisite(s): ENT 3315; Upper-level standing; a minimum GPA of 2.75; not open to BBA students

This class is a practicum in which the student will prepare a written business plan for an actual venture, business or nonprofit, which he/she plans to implement in the future. It will be very helpful if the student enters the course with the idea for this venture. Typed drafts of the plan and oral presentations of various sections will be submitted and presented during the course. Individuals from the business and/or nonprofit sectors will be involved in providing constructive criticism throughout the process.

ENT 4330 Corporate Innovation Capstone (3)

Pre-requisite(s): ENT 4310 and ENT 4321 or consent of instructor
Corporate Innovation Capstone explores advanced topics that focus on creating and implementing sustained, innovation-driven growth in corporate settings. A core aim is providing students with tools for recognizing breakthrough-level innovation opportunities and then practicing their use by inventing needed solutions. Additional modules focus on the use of these tools and processes in a larger organizational context where selecting and developing the best innovation target is critical.

ENT 4340 Technology Entrepreneurship (3)

Cross-listed as MGT 4340

Pre-requisite(s): Upper-level standing; BBA students must be admitted to the Business School in order to take this course

Business based on patentable technologies display different business models and characteristics from those of non-technical, mainstream businesses. Understanding these distinctions is critical to technology commercialization. Technology Entrepreneurship examines the entire technology commercialization process, from concept to market. It is intended to provide students in business, engineering, and the sciences with the knowledge needed to participate effectively in the processes required for the successful introduction of new technology products in the marketplace.

ENT 4351 Entrepreneurship in the European Union (3)

Pre-requisite(s): Consent of instructor

A summer study abroad program that covers a broad range of topics that critically affect startup concerns of businesses in the European Union. Primary emphasis is placed on marketing concerns, economic analysis, and business plan preparation for business. Other issues to be investigated include identifying venture opportunities, concept development, market analysis, pricing, budgeting, legal forms of organization, management of the team, and business valuation and dilution. The students will apply this knowledge by preparing a business plan for a business venture – based on a well-defined concept of the product or service that could develop within their discipline – and by presenting their final plans to a panel of private equity holders, venture capitalist, bankers, and other entrepreneurship experts. The course is only offered as part of a Baylor study abroad program.

ENT 4352 Technology Entrepreneurship in Asia (3)

Pre-requisite(s): Consent of instructor

The Shanghai Summer Program includes this version of Technology Entrepreneurship wherein the hands-on projects undertaken for companies are within Chinese entities, and the cross-functional teams are also cross-cultural (American and Chinese). The course is structured around the key elements of commercializing technology as in ENT 4340, the technology entrepreneurship class offered on the Baylor campus. After learning the core elements, students explore the differences of how they are applied to the Asian (especially Chinese) context, and the in-class learning is coupled with the opportunity to visit companies in China that are practicing these same elements. This course is designed to prepare the student for technology-based innovation in the global context.

ENT 4353 Social Entrepreneurship and Economic Development (3)

Pre-requisite(s): ENT 3315 or 3320

Is capitalism good for the poor? This course examines the morality of capitalism, the role of institutions in perpetuating or eliminating absolute poverty, and the contextual challenges of entrepreneurship. Recognizing the socio-cultural, political, economic, and technological challenges of doing business in the third world, we use organizational theory to design for-profit ventures that use appropriate technologies to create sustainable solutions to social problems. Course projects are intended to produce organizations that will be partially owned and operated by the members of the communities that benefit from their goods and services.

ENT 4354 Entrepreneurship in Latin America (3)

Pre-requisite(s): Consent of the instructor

A study abroad course that helps students understand business in Latin America through first-hand experience. Students will study the social, cultural, historical, economic, and political issues that impact entrepreneurship and small businesses in the Latin American country visited and gain insights into the general environment in which they operate. They will learn from visits to a variety of business enterprises, cultural sites, and educational institutions, in addition to exploring geographic places of interest. Insights gained will allow enrolled students to grasp the dynamics of participation in the local economy and society of the specific country visited.

ENT 4360 Franchising: Franchisee and Franchisor Perspectives (3)

Pre-requisite(s): Upper-level standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course is designed to introduce the student to the business concept of franchising from the perspectives of both the franchisee and the franchisor. The student will learn to evaluate a franchising opportunity from the point of view of the franchisee by completing a feasibility study of a currently available franchise and the potential for franchising a business idea by completing a business plan. Managing the franchise will be covered as well.

ENT 4370 Baylor Angel Network Practicum II (3)

Pre-requisite(s): Instructor approval required

An advanced course designed to develop, integrate and immediately apply through experiential learning the processes of evaluating angel-stage opportunities. The heart of the course is focused on experiential learning activities provided in connection with real-world companies seeking capital from the Baylor Angel Network. Students evaluate firms while working in close collaboration with practicing angel investors.

ENT 4380 Social Entrepreneurship: Microfinance and Economic Development in Africa (3)

Pre-requisite(s): Consent of instructor

This course is a summer study abroad program. Students enrolled in the class will visit one of the following three African countries: Kenya, Rwanda, and Ghana. The content of the course examines the use of entrepreneurial skills to craft innovative responses to social problems in Africa. In particular, the ability of microlending practices to stimulate economic activity and alleviate poverty will be studied.

ENT 4395 Entrepreneurship Internship (3)

Pre-requisite(s): Consent of instructor; not open to pre-business students

Supervised work by a manager in a firm involved in entrepreneurship. Application and requirements for the entrepreneurship internship are available from the chair of the management and entrepreneurship department.

ENT 4398 Special Studies in Entrepreneurship (3)

Consent of instructor; not open to pre-business students.

ENT 4V50 International Technology Entrepreneurship Summer Study Abroad (1-6)

Pre-requisite(s): Consent of instructor

A study abroad course with emphasis on topics that affect technology-based companies and startup businesses. Concepts covered are identifying venture opportunities, concept development, market analysis, pricing, budgeting, prototype development, and business plan preparation for technology-based businesses. Also included are a formal presentation to a group of European venture capitalists and lectures by European business leaders. This is a cooperative program between the School of Engineering and Computer Science and the Hankamer School of Business.

ENT 4V98 Special Studies In Ent (1-6)**Finance (FIN)****FIN 3303 Foundations of Finance (3)**

Pre-requisite(s): A minimum grade of C in ACC 2301; upper-level standing; a minimum GPA of 2.75; not open to BBA students

In this course we will study the way money is managed by individuals and businesses. The course explores (1) financial market operations, (2) financial statement analysis, (3) equity and debt characteristics and valuation, and (4) business investment criteria. This course is designed as an overview of finance for undergraduate students from any major who are enrolled in the Business Administration minor.

FIN 3305 Principles of Risk Management and Insurance (3)

Pre-requisite(s): A minimum grade of C in FIN 3309 or 3310 or concurrent enrollment; or consent of instructor

Only open to BBA students; BBA student must be admitted to the Business School in order to take this course. Techniques for managing pure risks in order to maximize the value of a firm. The course contrasts the risk preferences of corporations with that of individuals and explores the implications of differing preferences on insurance purchase decisions. The characteristics of as a tool in the process of managing both corporate and personal risk exposures are emphasized.

FIN 3306 Principles of Real Estate (3)

Pre-requisite(s): A minimum grade of C in FIN 3310 or concurrent enrollment; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An introduction to real estate principles and practices, including ethics, titles to and conveyance of real estate, legal descriptions and deeds, encumbrances, closing procedures, land economics, real estate finance, brokerage, marketing, appraising, real estate investment, and taxation.

FIN 3309 Introduction to Finance (3)

A minimum grade of C in ACC 2303 and ACC 2304; a minimum grade of C in ECO 1380 or ECO 2306 and ECO 2307; completion of MTH 1309 or 1321. Only open to BBA students. A study of the way money is managed by individuals and businesses. The course explores how financial markets operate, how individuals and corporate managers analyze investment opportunities and how they raise money to fund those investments. This course is designed as a survey of the application of financial analysis to a broad set of problems and is appropriate for undergraduate students from any major who meet the course prerequisites.

FIN 3310 Introduction to Corporate Finance (3)

Pre-requisite(s): A minimum grade of C in ACC 2303 and ECO 2306 or 1380; completion of MTH 1309 or 1321

Only open to BBA students. A study of long-term financial decision making by corporations with a focus on how firms raise cash, invest cash, and distribute cash back to investors. Specific topics include how cash flow, time, risk, information, market imperfections and potential conflicts of interest affect financial decisions. Excel modeling of financial decisions is integrated throughout the course.

FIN 4186 Practicum in Small-Cap Investing II (1)

Pre-requisite(s): A minimum grade of C in FIN 4285; only open to BBA students

This course gives students valuable hands-on experience researching, analyzing, and managing a portfolio of small-cap stocks. The level of security research and valuation analysis will mirror that experienced working in industry. Each student will be required to produce a stock research report and present their recommendations to the other analysts managing the investment fund.

FIN 4285 Practicum in Small-Cap Investing I (2)

Pre-requisite(s): Only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course gives students valuable hands-on experience researching, analyzing, and managing a portfolio of small capitalization (small-cap) stocks by managing the Hodges Fund. The level of security research and valuation analysis will mirror the experience working in the industry.

FIN 4310 Entrepreneurial Finance (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Examines the intriguing process of financing the pursuit of opportunity and growth without regard to assets controlled currently. The major focus is on start-up or acquisition and the initial stages of growth. There is an emphasis on high growth firms, and the central objective is to gain an understanding of how entrepreneurs obtain and use financial resources. The course also examines how value is created.

FIN 4311 Fundamentals of Life and Health Insurance (3)

Pre-requisite(s): A minimum grade of C in either FIN 3309 or 3310, or consent of the instructor; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

A study of the financial implications of death, disability and retirement, as well as the corresponding forms of individual life insurance, health insurance and annuities. Elementary life and health insurance programming, taxation, legal aspects, business uses of individual life and health insurance, regulation, and insurer operations and functions are covered.

FIN 4315 Baylor Angel Network Practicum (3)

Pre-requisite(s): Instructor approval; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

The Baylor Angel Network Practicum is to provide a unique learning opportunity for exceptional undergraduates, allowing the students to receive hands-on experience by working closely with private-equity investors and entrepreneurs seeking funding for seed or early-stage companies.

FIN 4320 Fundamentals of Property and Liability Insurance (3)

Pre-requisite(s): A minimum grade of C in either FIN 3309 or 3310, or consent of the instructor; only open to BBA students; BBA students must be admitted to the Business School in order to take this course
A study of the property-liability insurance industry, including the economic and financial issues inherent in property-liability insurance contracting. Topics may include commercial insurance contracts, automobile insurance costs and prices, tort reform effects on insurance markets, economics of distribution systems, corporate governance and organizational form, pricing models, solvency measurement, solvency regulation and market discipline, reinsurance and catastrophic risk, underwriting and risk selection, rate-making techniques, and underwriting cycles.

FIN 4329 Real Estate Appraisal (3)

Pre-requisite(s): FIN 3405 and a minimum grade of C in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

The valuation of real estate including the functions, purposes and techniques of appraising land and improvements. Additionally, an extensive review of the concepts of ownership interests, zoning, land use regulation and related topics that affect the value of real estate is included. Students will be instructed in the use of the three fundamental approaches to valuation: the sales comparison approach, the cost-less depreciation approach, and the income capitalization approach as well as capitalization techniques used in the profession. This course also examines the rule of market analysis in the valuation process.

FIN 4331 International Business Finance (3)

Cross-listed as INB 4331

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

A study of international financial management, including multinational corporations (MNCs), international financial markets, international trade, foreign exchange rate, currency futures, forwards, options and swaps, currency exposures, and short- and long-term financing decisions of MNCs. With a focus on the enhancement of analytical skills based on the tools and theory of international finance, this course will promote critical thinking skills of the student.

FIN 4332 Employee Benefit Planning (3)

Pre-requisite(s): A minimum grade of C in either FIN 3309 or 3310, or consent of the instructor; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An examination of the rationale for, and basic details of, (1) employer provided group-life and group-health benefits, (2) private pension plans, and (3) government requirement required benefits, including social security, Medicare and Medicaid, disability income, and unemployment benefits. The approach focuses on the economic theory and historical developments of each of these areas.

FIN 4335 Business Risk Management (3)

Pre-requisite(s): A minimum grade of C in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course covers the new and emerging field of integrated, or enterprise risk management. Specifically, it examines the use of insurance as well as various financial instruments to control the costs of corporate risk. Emphasis is placed on the identification, evaluation, and management of corporate risks. Besides examining traditional hedging strategies, the course also considers techniques such as leveraging, post-loss financing, contingent financing, and diversification.

FIN 4339 Real Estate Investments (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An analysis of real estate investments using ARGUS Financial Analysis, the real estate industry's leading computer software specifically designed for the analysis of income-producing properties. Additionally, an extensive review of legal issues related to ownership interests, mortgages, fair housing, and ADA requirements is included. Current issues as well as analytical methods are presented in a case study approach. Creative financing and income tax considerations are also included.

FIN 4340 Real Estate Finance (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

The flow of real estate funds, including the origination process, the secondary market, and the securitization of mortgage pools. Excel software is used to analyze the cash flow and amortization characteristics of fixed-rate, variable-rate, and graduated-payment mortgages. Issues pertaining to tenure choice, expected mortgage life, and refinancing are also investigated.

FIN 4350 Financial Modeling (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course is designed to provide proficiency in various analytical tools used by financial managers and analysts. Students will learn how to link financial theory to data to ultimately frame and answer questions, solve problems, and make informed financial decisions. This course bridges abstract ideas related to corporate strategy to concrete practices like firm valuation by learning to use relevant analytical tools.

FIN 4360 Advanced Corporate Finance (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

The class applies the tools of financial analysis and financial theory to explore capital allocation and capital acquisition decisions of corporations. Students review and develop an understanding of the seminal theories that underpin the study and practice of finance.

FIN 4361 Short-Term Financial Management (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310 or a minimum grade of B in FIN 3309 and registered for FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An advanced study of short-term financial management and financial statement analysis. Topics include cash management, credit and collections, payables management, bank relations, short-term investing and borrowing, and management of interest rate and foreign exchange risks. The class will provide partial preparation for students wishing to take the Certified Treasury Professional (CTP) exam.

FIN 4363 Mergers and Acquisitions (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

The objective of this course is to examine mergers and acquisitions (M&A) through the lens of financial economics. Though there are a significant number of other disciplines involved in M&A (i.e., Accounting, Law, Economics, Management, etc.), we will focus primarily on the financial aspects of these transactions.

FIN 4365 Investment Analysis (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Investment decision making with emphasis on stocks, bonds, and portfolio management. Major topics include portfolio theory and the measurement of risk, performance evaluation, the efficient markets hypothesis, valuation of securities, and portfolio composition in relation to investor objectives. Other topics may include the functioning of the securities markets, securities law and regulations, and an introduction to derivative securities.

FIN 4366 Options, Futures, and Other Derivatives (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course covers derivative securities such as futures, forwards, swaps and options. Such securities are referred to as "derivatives" because their values depend upon the values of other assets. This course presents a conceptual framework for understanding how to price derivatives and design risk management strategies.

FIN 4370 Financial Analysis and Banking (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An advanced study of financial statement analysis that includes the UCA Cash Flow Statement, fraud, window dressing and warning signs. Other topics include credit policy and loan characteristics; loan underwriting techniques that mitigate credit risk; evaluating commercial loan requests; pricing fixed-income securities; and managing interest rate risk as it relates to earnings sensitivity and economic value of equity.

FIN 4381 Practicum in Portfolio Management (3)

Pre-requisite(s): FIN 4365 or equivalent and consent of instructor; only open to BBA students

This practicum gives students valuable hands-on experience in securities research, valuation of risky assets, and asset allocation by managing the Philip M. Dorr and Alumni Endowed Investment Fund. Through readings and student-prepared research reports students develop skills in evaluating economic, industry, and firm data; integrating such data into securities analysis; and communicating their research results to others.

FIN 4387 Seminar in Contemporary Financial Economics (3)

Pre-requisite(s): A minimum grade of B- in FIN 3310; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course provides students with the opportunity to explore current research topics in finance. Students attend the department's research seminars and discuss papers presented by external speakers. The course is primarily intended for students considering the pursuit of a doctoral degree in finance.

FIN 4V97 Special Studies in Real Estate (1-6)

Pre-requisite(s): FIN 3405 and consent of department chairperson; not open to pre-business students

With the consent of the chair of the Department of Finance, Insurance, and Real Estate, this course may be taken for one to six semester hours of credit with change of topic.

FIN 4V98 Special Studies in Finance (1-6)

Pre-requisite(s): A minimum grade of B- in FIN 3310; not open to pre-business students

With the consent of the chair of the Department of Finance, Insurance, and Real Estate, this course may be taken for one to six semester hours of credit.

FIN 4V99 Special Studies in Risk Management and Insurance (1-6)

Pre-requisite(s): FIN 3305; not open to pre-business students

With the permission of the chair of the Department of Finance, Insurance, and Real Estate, this course may be taken for one to six semester hours of credit.

Hankamer Scholars (HASC)**HASC 1101 New Student Experience for Hankamer Scholars (1)**

Pre-requisite(s): Only Open to Hankamer Scholars

An introductory course designed to facilitate the connection of first year Hankamer Scholar Students to the Hankamer School of Business and Baylor University. The course will provide exposure to HSB programming, create community within the HASC cohort, provide resources to help students become successful academically, and create opportunities for personal growth.

HASC 3101 Career Development for Hankamer Scholars (1)

Pre-requisite(s): A minimum grade of C in HASC 1101; Only open to Hankamer Scholars

This course consists of a variety of career exploration and development experiences designed to prioritize and focus the students' job search needs; and develop the students' leadership, communication, and personal marketability. It will introduce networking skills, company (prospective employer) analysis, internship/job analysis and search strategy, interviewing skills, and negotiation techniques to maximize the students' new-hire potential.

International Business (INB)**INB 3305 Global Business (3)**

Pre-requisite(s): Junior standing

An introductory survey for all majors, exploring how companies and nations operate in the global economy. Topics include the cultural, legal, financial, logistical, and ethical challenges that companies encounter in the global market and the strategies designed to address those challenges. Current global developments and company practices are emphasized.

INB 3332 Business in the Global Economy (3)

Pre-requisite(s): A minimum grade of C in ECO 1380 or a minimum grade of C in ECO 2306 and ECO 2307; junior standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An overview of the global economy, with an emphasis on how current developments affect international business. A brief history of foreign trade, basic international trade theory, instruments of trade policy and their economic effects, trade policies for developing nations, regional economic integration arrangements, balance of payments, and foreign exchange markets. A student may not earn credit in both ECO 3331 and INB 3332.

INB 3333 Doing Business Across Cultures (3)

Pre-requisite(s): Junior standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

A practical survey for all majors of how business practices vary across different cultures. Ways of doing business are compared and contrasted on a regional basis, including cultures in Europe, Asia, the Middle East, and Latin America. Case discussion is emphasized.

INB 3350 International Entrepreneurship (3)

Cross-listed as ENT 3350

See ENT 3350 for course information.

INB 4320 International Business Law (3)

Cross-listed as BL 4320

See BL 4320 for course information.

INB 4325 International Marketing (3)

Cross-listed as MKT 4325

See MKT 4325 for course information.

INB 4331 International Business Finance (3)

Cross-listed as FIN 4331

See FIN 4331 for course information.

INB 4333 Foreign Exchange Markets (3)

Cross-listed as ECO 4333

See ECO 4333 for course information.

INB 4334 Economic Development (3)

Cross-listed as ECO 4334

See ECO 4334 for course information.

INB 4335 Asian Economic Development (3)

Cross-listed as AST 4335, ECO 4335

See ECO 4335 for course information.

INB 4338 Economic Systems of the World (3)

Cross-listed as AST 4338, ECO 4338

See ECO 4338 for course information.

INB 4340 Studies in the Caribbean Region (3)

Pre-requisite(s): Sophomore standing or above; BBA students must be admitted to the Business School in order to take this course

This course is conducted in the Dominican Republic as part of the Baylor in the Dominican Republic program, which allows undergraduate students to experience life in the Caribbean region first-hand. Students will study the social, cultural, historical, economic, and political issues that impact businesses in the Dominican Republic and the general environment in which they operate. Students will visit a variety of enterprises and consider the dynamics of participation in the economy and society of a Caribbean nation.

INB 4345 Global Trade Compliance (3)

Cross-listed as BL 4345

See BL 4345 for course information.

INB 4378 International Accounting (3)

Cross-listed as ACC 4378

See ACC 4378 for course information.

INB 4398 Special Studies in International Business (3)

Pre-requisite(s): Consent of instructor; not open to pre-business students

Independent study under the direct supervision of an international business faculty member.

INB 4V98 Special Studies in International Business (1-6)

Pre-requisite(s): Consent of instructor and Chair of International Business; not open to pre-business students

With the permission of the chair of International Business, this course may be taken for one to six hours of credit.

Management (MGT)**MGT 3301 Managing People in Organizations (3)**

Pre-requisite(s): Junior standing

Cumulative GPA of 2.75 or higher. Not open to BBA students. This course is a cross-section of topics related to interacting with and managing people at work. It is designed to introduce non-business students to a survey of concepts related to people in the workplace. This course highlights fundamental concepts related to individual behavior, groups, and organizational processes.

MGT 3305 Leadership & Organizational Behavior (3)

Pre-requisite(s): Junior standing; Only open to BBA students

This course provides an introduction to the managerial and leadership processes through a study of the organization as a social system. Emphasis is placed on presenting practical skills that will facilitate the student's transition to the workplace. Topics examined include management and leadership philosophy, ethical decision making, employee motivation, work attitudes, teamwork and group dynamics, managerial communication, and organizational culture and change.

MGT 3320 Distribution Management (3)

Pre-requisite(s): MGT 3325 or concurrent enrollment; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course focuses on the distribution process from point of manufacturer to the point of use. Major topics include: evolution and trends in distribution, structure of durable and non-durable goods industries, types of distribution intermediaries, customers and market segmentation, function performed by distributors and their strategic allies, common financial terminology used in distribution, fundamental elements of distributor finance, alternative performance measures, application of technology to the distribution process, and the like.

MGT 3325 Operations Management (3)

Pre-requisite(s): A minimum grade of C in QBA 2302

Open only to BBA students. A survey of the most critical aspects of managing the operation of a business in order to efficiently produce and deliver goods and services to the customer. Topics include decision making, productivity management, inventory analysis, quality assurance, project management, supply chain management, enterprise resource planning, scheduling, and constraint management. This course emphasizes the latest management practices and utilizes computer simulations and other experiential exercises as learning tools. Students also participate in a hands-on project that requires them to apply the concepts learned in class to a real-world organization.

MGT 3333 Procurement and Materials Management (3)

Pre-requisite(s): MGT 3325 or concurrent enrollment; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course provides the student with the opportunity to analyze problems and issues encountered by managers as they consolidate buying power across the entire firm by aligning purchasing governance with corporate strategy, developing and communicating purchasing policies, streamlining tactical purchasing functions, and expanding the strategic responsibilities of purchasing. Mastery of the material presented in this course will enable the student to assist his or her firm in building, achieving, and sustaining purchasing organization.

MGT 3335 Doing Business Across Cultures (3)

Cross-listed as INB 3333

See INB 3333 for course information.

MGT 3345 Introduction to Enterprise Systems Using SAP (3)

Cross-listed as MIS 3345

Pre-requisite(s): A minimum grade of C in MGT 3325; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course utilizes SAP software to expose students to basic enterprise resource planning (ERP) concepts. Through this hands-on course, students will gain familiarity with the SAP interface and develop a better understanding of how ERP software integrates organizational data and key business processes to enhance organizational efficiency and decision-making, improve business intelligence, and enable cross-organizational linkages.

MGT 4305 Principled Leadership (3)

Pre-requisite(s): Junior standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This class is designed to challenge students to consider the principles they use or will use to lead others and contribute to positive change. Participants will discuss principles and examine role models that live out virtues that serve as the basis for servant leadership and ethical behavior.

MGT 4320 Negotiating and Conflict Resolution (3)

Pre-requisite(s): Only open to BBA students

Enhances individual effectiveness in the workplace through the provision of an advanced understanding of negotiating through the development of specific negotiating skills. Discussions and skill-building exercises in the class are focused broadly and include informal and formal negotiations between multiple departments, and so on. Because effective negotiating is fundamental to an individual's survival and prosperity within an organization, knowledge of negotiating concepts and development of negotiation skills are critical.

MGT 4321 Campus Leadership Practicum (3)

Pre-requisite(s): MGT 3302 or 3305

This course uses a transformational learning process to prepare current campus leaders for worldwide leadership and service. Course participants will increase self-awareness, enhance practical leadership skills, apply leadership practices to their campus organization, reflect on results, and receive professional leadership coaching. By the end of the course, participants will have evidence of change, improved leadership results, increased confidence to lead, and a stronger leadership network.

MGT 4330 Project Management (3)

Cross-listed as MIS 4330

Pre-requisite(s): MGT 3325; only open to BBA students; BBA students must be admitted to the Business School in order to take this course. This course covers concepts and issues important in effective project management including project planning, budgeting, scheduling, auditing, project termination, and the role of the project manager. Methodologies for monitoring and controlling projects, risk analysis, and resource allocation are also presented. The student will learn how to apply Microsoft Project software to real life projects and learn how to manage projects effectively in both single and multi-project environments. This course is also designed to help the student prepare for certification as a Project Management Professional (PMP).

MGT 4336 Human Resource Management (3)

Pre-requisite(s): MGT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course. A study of the human resource management profession. Specific functions to be studied include recruitment, selection, training and development, compensation, discipline, and equal opportunity laws and cases. Emphasis throughout is on the human resource manager's role in organizational effectiveness.

MGT 4337 Human Resource Staffing and Employee Relations (3)

Pre-requisite(s): MGT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course. This course provides an overview of HR staffing systems from the acquisition of human resources through managing employee relations, with the aim of improving organizational effectiveness. Through hands-on activities and classroom discussions, students learn how to obtain and retain the right people in business. Topics such as labor market trends, job analysis, recruitment, interviewing, psychological testing, HR selection decision making, retention management, and labor relations are discussed. Major labor relations laws, grievance procedures, and labor-management cooperation are also covered.

MGT 4338 Compensation Management (3)

Pre-requisite(s): MGT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course. A study of the total reward system. Topics examined include job content and context factors, job evaluation, wage surveys, wage and salary administration, incentives and non-cash benefits, and performance appraisals. Emphasis is on developing and maintaining an adequate and equitable compensation system for all employees.

MGT 4340 Technology Entrepreneurship (3)

Cross-listed as ENT 4340

See ENT 4340 for course information.

MGT 4345 Global Supply Chain Management (3)

Pre-requisite(s): MGT 3320, 3325, and 3333; only open to BBA students; BBA students must be admitted to the Business School in order to take this course.

Focuses on the principles and techniques used by managers to plan, schedule, control and evaluate the supply chain management strategies of world-class organizations. Good supply chain management practices will lead to a competitive advantage, while poor practices will hurt firm performance. Methodologies for supply chain analysis are developed and applied to topics such as designing the supply chain network, planning demand and supply, planning and managing inventories, and coordination and technology in the supply chains. Special attention is given to understanding facilities, inventory, transportation, and information as key drivers of supply chain performance.

MGT 4353 Social Entrepreneurship and Economic Development (3)

Pre-requisite(s): Junior standing; not open to pre-business students. Is capitalism good for the poor? This course examines the morality of capitalism, the role of institutions in perpetuating or eliminating absolute poverty, and the contextual challenges of entrepreneurship. Recognizing the socio-cultural, political, economic, and technological challenges of doing business in the third world, we use organizational theory to design for-profit ventures that use appropriate technologies to create sustainable solutions to social problems. Course projects are intended to produce organizations that will be partially owned and operated by the members of the communities that benefit from their goods and services.

MGT 4355 Management Consulting (3)

Pre-requisite(s): MGT 3325; only open to BBA students; BBA students must be admitted to the Business School in order to take this course. This course is designed for individuals who are interested in business and management consulting. The course emphasizes the development of critical analysis skills that are useful in analyzing organizations and systems as well as resolving more personal problems and conflicts. Specific topics include cause/effect analysis, identifying root causes of problems, resolving critical conflicts, developing creative breakthrough solutions, and identifying and overcoming obstacles that prevent the implementation of solutions. Students apply the concepts learned in class to analyze actual organizations. Practicing management consultants are invited as guest speakers.

MGT 4360 Managerial Field Experience (3)

Pre-requisite(s): MGT 4336 and 4350; not open to pre-business students. A practicum course that provides students with opportunities to apply concepts from previous management courses. Student teams work with managers to assist in routine management of a unit and/or to assist in solving specific managerial problems. Problems may be related to employee motivation, interdepartmental coordination, resistance to change, and so on.

MGT 4395 Internship in Management (3)

Pre-requisite(s): MGT 3305

The internship provides a framework for Management or Human Resource Management students to assess personal growth objectives, learn strengths and weaknesses in an organizational context, develop professional maturity, enhance their value proposition to employers, and evaluate and clarify career choices and directions. An application is required, and approved internships tend to be paid relevant to the student's MGT or HRM major.

MGT 4396 Supply Chain Management Internship (3)

Pre-requisite(s): MGT 3325

Supply Chain Management majors only. Not open to pre-business students. Internship in supply chain management; fulfilled in cooperation with a firm that provides the student opportunities to participate directly in activities such as distribution, purchasing and materials management, and supply chain management. An application is required, and approved internships tend to be paid and relevant to the student's SCM major.

MGT 4398 Special Studies in Management (3)

Pre-requisite(s): Consent of instructor and chair; not open to pre-business students.

Independent study under the direct supervision of a management department faculty member.

MGT 4V95 Special Studies (1-6)

This course can be taken for one to six semester hours credit.

MGT 4V99 Special Studies (1-6)

Pre-requisite(s): Consent of instructor; not open to pre-business students

This course may be taken for one to six hours of credit

Management Information Systems (MIS)**MIS 3150 Topics in Information Systems (1)**

Pre-requisite(s): A minimum grade of C in BUS 1305; or consent of instructor

A study of selected areas of information systems, including operating systems, personal and business application software, considerations in hardware and software, acquisition connectivity, multimedia, and other current issues. This course may be taken for a maximum of six semester hours if topic is different (or if each topic is different).

MIS 3301 Introduction to Business Programming Logic (3)

Pre-requisite(s): Credit or concurrent enrollment in MIS 3305, and a minimum grade of C in QBA 2302; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Study of object-oriented programming that focuses on developing business applications using a programming language like Visual Basic.Net. Topics include programming basics, typical programming structures, data structures, and error analysis.

MIS 3305 Management Information Systems (3)

Pre-requisite(s): A minimum grade of C in QBA 2302

Open only to BBA students. Examines the use of information and communication technologies (ICT) in organizational settings and gives a balanced perspective of MIS from the standpoint of the non-technical manager. Topics include acquisition, management, use and control of information systems and their impact on individuals, organizations and society. Emphasis is on the business manager's role in developing and managing information systems and the uses of ICT to create competitive advantage.

MIS 3320 Systems Analysis and Design (3)

Pre-requisite(s): Credit or concurrent enrollment in MIS 3301 and 3305; a minimum grade of C in QBA 2302; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

A study of the Systems Development Life Cycle with focus on the planning, analysis, and design phases. Explores the various tools and techniques used by systems analysts for process and data modeling as well as user interface design.

MIS 3332 Control and Audit of Information Systems (3)

Cross-listed as ACC 3331

Pre-requisite(s): A minimum grade of C in ACC 2304

Emphasizes the control and audit of information systems. Topics include accounting systems, controls and transaction processing, and IT auditing. The course should help students develop an appreciation of and motivation for proper information processing practices and controls.

MIS 3341 Developing Client Server Applications (3)

Pre-requisite(s): Minimum grade of C or better in both MIS 3301 and 3320

The course utilizes high-level object-oriented development tools such as Visual Studio.NET to teach application development techniques for local client-server and web-based environments. Topics such as server-side scripting, web design, web page security, and database access will be undertaken to enable students to build robust business software applications.

MIS 3345 Introduction to Enterprise Systems Using SAP (3)

Cross-listed as MGT 3345

See MGT 3345 for course information.

MIS 3350 Introduction to Data Management and CRM (3)

Pre-requisite(s): Students should have taken BUS 1305 or have general proficiency in MS Office tools

Open to all business majors, this course is designed to provide students with hands-on data management skills that will facilitate the effective use of Customer Relationship Management (CRM) technology. Key components of this course include information modeling and database creation, querying and analyzing organizational data, and the management and analysis of customer information using CRM technology.

MIS 4319 Mobile Application Development (3)

Pre-requisite(s): Upper-level standing; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Study of applications development in a cross-platform mobile computing environment

MIS 4320 Java Development (3)

Pre-requisite(s): Grades of C or better in MIS 3301 and 3320; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Introduction to client-side application development using the Java programming language. Topics include object-oriented design, essential language syntax, and developing user, file, and Internet interfaces for business systems to support e-commerce initiatives.

MIS 4321 Business Systems Development (3)

Pre-requisite(s): Grades of C or better in both MIS 3301 and 3320; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Concentrates on business application development using traditional object-oriented development tools. Topics include essential language syntax, class modeling, and developing user, file, and database interfaces for business systems.

MIS 4322 Advanced Python (3)

Pre-requisite(s): MIS 3301; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Study of advanced topics in the Python programming language. Focus is on data analytics and data science using large data sets in an advanced IDE environment. Code source control taught using Git and Github.

MIS 4330 Project Management (3)

Cross-listed as MGT 4330

See MGT 4330 for course information.

MIS 4340 Foundations of Database System Development (3)

Pre-requisite(s): Not open to pre-business students

BBA students must be admitted to the Business School in order to take this course. Concentrates on implementing systems and databases including physical database systems, data access, and database applications. Topics include: design issues; SQL; database administration; database integrity; security; selection; and implementation.

MIS 4342 Fundamentals of Information Security (3)

Pre-requisite(s): Grades of C or better in both MIS 3301 and 3320; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course provides students with a common body of knowledge in key information security knowledge domains. Topics include access controls; networks and telecommunications basics; cryptography; malicious attacks, threats, and vulnerabilities; monitoring and analysis; risk, response, and recovery; and security operations and administration. The course prepares entry-level professionals in both technical and non-technical disciplines with the key skills and concepts needed to contribute to the information security posture of their organization.

MIS 4343 Advanced Database Management (3)

Pre-requisite(s): MIS 4340; not open to pre-business students

This course covers advanced topics in database design and implementation, including the storage, access, and management of business information to facilitate decision-making. Topics may include application data access using PL/SQL, advanced topics in database systems such as XML and data warehouses, and database administration topics.

MIS 4344 Business Intelligence (3)

Pre-requisite(s): A minimum grade of C in QBA 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Business Intelligence (BI) is the discovery of patterns and relationships hidden in large volumes of data. This hands-on course is designed to provide practical analytic skills that may be applied in almost any workplace. The course explores the analytical techniques for making intelligent business decisions in data-rich organizations. A key component of the course is the use of BI software tools with techniques such as correlation analysis, data visualization, linear regression, classification, and clustering to address common problems in marketing, customer relationship management, risk management, finance, and operations.

MIS 4346 Foundations of Data Warehousing (3)

Pre-requisite(s): MIS 4340 or consent of instructor; only open to BBA students

This course covers techniques used to implement data structures that are optimized for organizational decision-making. A hands-on approach is used to cover the following data warehousing (DW) topics: basic concepts and architectures, DW modeling and physical design, ETL processes, and real-world DW uses such as OLAP queries and reporting tools and ad-hoc analysis of OLAP data.

MIS 4350 Cyber Security Technology Factors (3)

Pre-requisite(s): MIS 4342 or its equivalent; only open to BBA students
This course provides a roadmap of the paths available to organizations for deploying various security devices and tools. The course goes beyond the narrow technical view and offers a full context for the deployment of security technologies. Six key areas of network security will be covered, with each section covering a tool that will play a part in a company's overall information assurance program.

MIS 4355 Decision Making Using Excel (3)

Pre-requisite(s): MIS 3305 or consent of instructor

A computer applications course providing the tools necessary for manipulating, sharing, and presenting data to support business decision making. Topical coverage includes data analysis, multiple applications linking, simulation modeling, and decision making under uncertainty.

MIS 4360 Fund of Data Visualization (3)

Pre-requisite(s): QBA 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course
Covers basic theories of cognition and data visualization, including understanding how data types influence the decision to use a particular representation, when to use various chart types, how to structure data visualizations, and visualization evaluation. Emphasis on ethical use of visualizations.

**MIS 4395 Internship in Information Systems (3)
Systems****MIS 4V98 Special Studies in Information Systems (1-6)**

Pre-requisite(s): Consent of instructor; not open to pre-business students

This course may be taken for one to six semester hours of credit.

Marketing (MKT)

MKT 3301 Marketing Concepts (3)

Pre-requisite(s): Junior standing

Cumulative GPA of 2.75 or higher. Not open to BBA students. This course is a foundational marketing course that features a decision-oriented overview of marketing in modern organizations. Students will be exposed to a broad introduction of marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision making.

MKT 3305 Principles of Marketing (3)

Pre-requisite(s): Junior standing; Only open to BBA students

Designed to present a picture of the development and present status of our marketing system, to analyze the marketing task, and to examine the major policies that underlie the various activities of marketing institutions.

MKT 3310 Professional Selling and Communications (3)

Pre-requisite(s): Only open to BBA students

Not open to Pre-business majors. This course is organized around the ethical process of making informative and persuasive verbal presentations. Topics include presentation materials and formats, handling objections, reaching decisions, and servicing customers. The development of such skills is useful to any member of an organization who makes a presentation. Case study, videotaped role playing, professional speakers, and group interactions project the student into the real world of the business person and salesperson.

MKT 3320 Advertising Procedures (3)

Cross-listed as JOU 3320

Pre-requisite(s): MKT 3305

A survey of the entire field of advertising stressing knowledge of history, principles, objectives, and the psychological basis of advertising. Research techniques, media selection, campaigns, production methods, and space buying are treated in survey style.

MKT 3325 Consumer Behavior (3)

Co-requisite(s):

Pre-requisite(s): Only open to BBA students; BBA students must be admitted to the Business School in order to take this course
An interdisciplinary approach to the analysis and interpretation of consumer buying habits and motives and the resultant purchases of goods and services. The purchaser's psychological, economic, and sociocultural actions and reactions are stressed as they relate to a better understanding of consumption.

MKT 3330 Marketing Research (3)

Pre-requisite(s): MKT 3305 and a minimum grade of C in QBA 2302; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services. Emphasis is placed on the process of conducting marketing research and the relevant issues at each stage in the process and the role that generated data plays in aiding management decision making. Designing research studies, constructing questionnaires, choosing samples, analyzing research results, preparing reports, and improving the student's overall problem solving skills are stressed.

MKT 3340 Nonprofit Marketing (3)

Pre-requisite(s): Only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Applies marketing concepts to objectives of nonprofit organizations. Special attention is paid to fund raising, promotion, and strategic planning in the arts, education, and social issues.

MKT 3341 Values Based Leadership in Sports (3)

Pre-requisite(s): Minimum grade of C in MKT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course is designed to investigate the myriad of issues and ethical dilemmas facing the sports and fitness industry. Individuals will be challenged to examine personal values as they relate to sport and its application in our society.

MKT 4199 Professional Selling Internship (1)

Pre-requisite(s): MKT 3310 and MKT 4311; only open to Professional Selling majors

Internship in Professional Selling fulfilled in cooperation with a corporate partner in the area of sales; with the sponsoring company the student participates in formal sales training and education and directed activities in sales, promotion, and customer relationship management.

MKT 4310 Sales Force Management/Leadership (3)

Pre-requisite(s): MKT 3305 and MKT 3310; only open to Professional Selling majors

This course deals with an examination of the common problems confronting the sales manager. Topics include recruiting, selecting, motivating, leadership and supervision, performance evaluation and coaching. Emphasis is placed on the personal and ethical side of management throughout the course. Case study, videotaped role playing and professional speakers enhance the learning process.

MKT 4311 Professional Selling and Communications II (3)

Pre-requisite(s): MKT 3310; only open to Professional Selling majors

This class focuses on an in-depth study of advanced selling and sales management issues including developing and maintaining long-term customer relationships, alternative strategies, international sales strategies, national account management, supply chain management, financial analysis and sales force ethics. Case study, videotaped role playing and professional speakers are used throughout the course.

MKT 4315 Retail Store Management (3)

Pre-requisite(s): MKT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course
Considers architecture of the store, layout, buying, pricing, display, sales promotion, stock control, and consumer services in general.

MKT 4320 Marketing Channels (3)

Pre-requisite(s): MKT 3305 and MKT 3310; only open to Professional Selling majors
This course focuses on the definitions, dimensions, and management of marketing channels representing the various companies involved in bringing products and services from their point of origin to consumption

Representing the company's routes to market, marketing channels are viewed as an interorganizational system involved in the task of making products and services available for consumption. The main emphasis of this course is on the initial design of such systems, and the on-going management of relationships between system participants. The course is organized around three key modules: understanding the nature of marketing channels, managing channel relationships, and examining major types of channel institutions.

MKT 4321 Advertising Campaigns (3)

Pre-requisite(s): MKT 3320; not open to pre-business students

A managerial approach to promotional campaign development with an emphasis on advertising strategy as a component of the total marketing mix. Students apply research techniques to target audience identification, media planning, and creative execution. A complete campaign will be designed for a specified client.

MKT 4322 Multicultural Marketing in a Global World (3)

Pre-requisite(s): MKT 3305; open only to BBA students; BBA students must be admitted to the Business School in order to take this course

This course will delve into today's marketing profession and its role in a global economy when it comes to reaching diverse consumer segments. Learning experience will combine business cases, theory, historical context, policy implications, and management issues centering on how businesses can effectively reach multicultural markets.

MKT 4324 European Business Seminar (3)

Pre-requisite(s): MKT 3305; BBA students must be admitted to the Business School in order to take this course

This seminar is conducted in Europe where students will participate in lecture/discussion sessions with executives of various multi-national and global corporations. Students will study the impact of the European Union and the European Common Currency (Euro) on world trade. Students will be exposed to marketing practices in several European countries and will gain insight into the cultural, social and political environments of each country visited.

MKT 4325 International Marketing (3)

Cross-listed as INB 4325

Pre-requisite(s): MKT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

A study of the international dimensions of American enterprise and the background of the international environment. Includes international trade concepts, cultural dynamics, business customs, multinational markets, development markets, and influence of political, legal, and geographic factors on international marketing.

MKT 4330 Marketing Analysis and Decision Making (3)

Pre-requisite(s): MKT 3305; either FIN 3309 or 3310; and nine hours of additional marketing courses; only open to BBA students

Marketing Analysis is the capstone marketing course for marketing majors. The purpose of the course is to help the student develop his/her ability to use the knowledge and analytical skills gained in other marketing and business courses. Emphasis will be on analysis and decision making utilizing a variety of cases and business situations.

MKT 4340 Strategic Brand Management (3)

Pre-requisite(s): MKT 3325 and MKT 3330; only open to BBA students
An advanced Marketing elective that addresses important branding decisions faced by an organization. The course provides the student with an increased understanding of the important issues in planning and evaluating branding strategies; the appropriate theories, models, and other tools to make better branding decisions; and a forum to apply these principles.

MKT 4341 Sports Marketing & Sales (3)

Pre-requisite(s): MKT 3310; only open to BBA students
Hands-on study of how professional and collegiate sports teams, agencies and related organizations generate revenue. Primary revenue sources for sports teams and collegiate athletic departments include media rights (TV, streaming), sponsorships and ticket sales. Students gain an understanding of how teams and brands create partnerships, market teams, and sell tickets.

MKT 4342 Sports Marketing Analytics (3)

Pre-requisite(s): MKT 3325, MKT 3330 or consent of instructor of department chair
Provides a framework for understanding and analyzing fan behavior to apply actionable customer insights to the marketing, promoting, and selling of sports tickets, partnerships, merchandise, and media. Students learn to use analytical tools to report, explain and predict fan behavior.

MKT 4350 Digital Marketing (3)

Pre-requisite(s): MKT 3330; only open to BBA students
This course is designed to provide a well-rounded overview of digital marketing strategies. A major focus of the course will be in the practical application of tactics in support of basic business strategies as they apply to the online world of marketing, including search engine optimization, social media sites, content development, email and emerging technologies, among other digital based topics. Particular focus will be given to creation of content, management of campaigns, engagement with consumers, and measurements of success for digital marketers.

MKT 4360 Customer Analytics (3)

Pre-requisite(s): MKT 3330 or QBA 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course
This course will enable students to: apply basic skills in data manipulation and visualization using various software packages, analyze customer data with the help of different statistical tools and techniques and use the findings from data analyses to make managerially relevant marketing decisions anchored in Customer Analytics.

MKT 4395 Marketing Internship (3)

Pre-requisite(s): Upper level standing; not open to pre-business students
Marketing majors only. Internship in Marketing fulfilled in cooperation with an approved organization. With the sponsoring organization the student participates in formal training and education and directed activities in marketing, promotion, and customer relationship management.

MKT 4396 Sports Marketing Internship I (3)

Pre-requisite(s): Must be a major in Sports Sponsorship and Sales or consent of department chair
Internship in sports marketing field; typically fulfilled in cooperation with the University's Athletic Department; student participates in directed activities pertinent to personal selling, promotion, direct response advertising, and customer relationship management.

MKT 4397 Sports Marketing Internship II (3)

Pre-requisite(s): Must be a major in sports sponsorship and sales or consent of department chair
Internship in sports marketing field; fulfilled in cooperation with either a professional sports team or corporate sports sponsor; student participates in directed activities pertinent to personal selling, promotion, direct response advertising, and customer relationship management.

MKT 4398 Directed Studies in Marketing (3)

Pre-requisite(s): Consent of marketing adviser and department chair; marketing majors only; not open to pre-business students
Independent study under the direct supervision of a marketing department faculty member. Applications must be submitted and approved prior to registration.

MKT 4399 Professional Selling Internship (3)

Pre-requisite(s): MKT 3310 and consent of instructor; only open to BBA students
Internship in Professional Selling fulfilled in cooperation with a corporate partner in the area of sales; with the sponsoring company the student participates in formal sales training and education and directed activities in sales, promotion, and customer relationship management.

MKT 4V98 Special Studies in Marketing (1-4)

Pre-requisite(s): Consent of instructor; Only open to BBA students
Independent study of Marketing to include conducting a literature review, focus groups, in-depth interviews, web-surveys, and developing a training program.