

Brock School of Business



Administration

J. Howard Finch, Dean, Professor of Finance
Charles M. Carson, IV, Associate Dean, Associate Professor of Management
Barbara H. Cartledge, Director, Academic Programs,
Assistant Professor of Business

History

The Brock School of Business was named in 2007 for long-time Samford trustee, banking pioneer, and entrepreneur Harry B. Brock, Jr. The School of Business is fully accredited by AACSB International.

The business school offers undergraduate programs of study leading to the bachelor of science in business administration (B.S.B.A.) with majors in accounting, economics, entrepreneurship, finance, management, and marketing. A concentration in social entrepreneurship is also available. Students in the University Fellows program can pursue the Brock Scholars major while students whose primary focus is not business can pursue a bachelor of arts (B.A.) in economics. Non-business students may pursue minors in economics, general business, marketing, and social entrepreneurship.

The business school also offers a special joint degree, leading to a B.S.B.A. in accounting initially, but ultimately to a master of accountancy (M.Acc.).

In addition, at the graduate level, students may earn the master of business administration (M.B.A.), with concentrations in accounting, entrepreneurship, international business, and marketing, or the master of accountancy.



Mission

The Samford University Brock School of Business delivers life-long business education to its constituents through quality teaching, meaningful scholarship, and servant relationships, imbued by its Christian commitment.

Vision

The Samford University Brock School of Business is a recognized leader and school of choice among institutions offering undergraduate and graduate business education informed by Christian principles.

Core Values

- We affirm Samford University's purpose and mission as our own in the development of business leaders.
- We believe that our Christian perspectives and commitments should permeate and integrate all of our organizational goals and activities.
- We consider learning to be an activity that never ceases, and that the life of the mind is a faithful and noble pursuit.
- We believe that service within organizations is a vocation in the sense that it is a calling that should be treated with great importance and utmost respect.
- We believe in the pursuit of excellence in all dimensions and activities.
- We value the creation of timely, relevant, participatory, and experiential learning environments that develop well-trained persons who add value and achieve fulfilling roles within their organizations, communities, and the global environment.
- We value research and scholarship that develops core competencies, serves society, and equips people and organizations to cope with change and meet challenges.
- We are blessed with and compelled by our tremendous resources to serve our community.
- We respect and value unique and diverse experiences and perspectives contributed by individuals learning and working in a collegial environment.
- We demand ethical behavior, integrity, caring concern, and stewardship from ourselves, our constituents, and the organizations we serve.

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Undergraduate Programs and Requirements

Accreditation

The Brock School of Business is accredited by AACSB International—the Association to Advance Collegiate Schools of Business (www.aacsb.edu)—and by SACS—the Southern Association of Colleges and Schools.

Majors

Accounting
Economics (B.A.)
Economics (B.S.B.A.)
Entrepreneurship
Finance
Management
Marketing
Brock Scholars

Concentrations

Social Entrepreneurship

Minors

Economics
General Business
Marketing
Social Entrepreneurship & Non-Profit Management

Joint Degree

Professional Accountancy (B.S.B.A. in Accounting/M.Acc.)

Interdisciplinary Concentrations*

Language and World Trade
Public Administration

The Brock School of Business offers majors in accounting, economics, entrepreneurship, finance, management, and marketing, each leading to a bachelor of science in business administration (B.S.B.A.) degree. Any of the above majors may be combined with the concentration in social entrepreneurship. For University Fellows students pursuing a major in business, the Brock Scholars major is available to those who meet the selection criteria (see p. 174 for more information). For students whose primary focus is not business, a bachelor of arts (B.A.) in economics is also available.

The business school also offers a special joint degree, leading to a B.S.B.A. in accounting initially, but ultimately to a master of accountancy.

In addition, minors are offered in economics, general business, marketing, and social entrepreneurship and non-profit management. However, none of the above minors are available for School of Business majors.

*See the World Language and Cultures section for details on language and world trade and the Political Science section for details on public administration.

Student Objectives

B.S.B.A. in Accounting: Graduates will be prepared to pursue a professional career as a CPA, CMA, CIA, auditor, tax accountant, or other positions requiring accounting credentials.

B.S.B.A. in Economics: Graduates will be prepared to enter a variety of fields and careers in business and public policy. The economics major is easily paired as a double-major with other programs within the School of Business so that students focusing on accounting, management, marketing, finance, or entrepreneurship will be equipped with both specific skills and a broad general knowledge of economic forces that impact industry and government.

B.S.B.A. in Entrepreneurship: Graduates will be prepared to start or find employment in new, family, or small ventures. Students will be equipped with both specific skills and broad general knowledge of factors impacting the success of these businesses.

B.S.B.A. in Finance: The finance major provides students with the analytic and theoretical tools necessary for mastering practical issues in financial management of private businesses and other financial institutions. Graduates will be prepared to enter a variety of areas in finance-related fields. Such positions include investment banking firms, securities sales, financial planning, commercial banking, securities research, and corporate treasurer functions.

B.S.B.A. in Management: Graduates will be prepared in general knowledge of core functional areas of business, equipped for immediate entry-level positions in functional areas and industries of choice, and trained for the potential long-term goal of higher level management positions.

B.S.B.A. in Marketing: Graduates will be prepared to explore opportunities in advertising, sales, market research, retailing, product management, and public relations. The program focuses on marketing for products and services, occurring in for-profit as well as not-for-profit organizations.

B.S.B.A. in Accounting/Master of Accountancy: Graduates will be prepared to pursue a professional career as a CPA, CMA, CIA, auditor, tax accountant, or other positions requiring accounting credentials.

B.S.B.A.-Fellows in Brock Scholars: Graduates will be prepared to engage in their selected vocation.

B.A. in Economics: Graduates will be able to identify and discuss the importance of key macroeconomic indicators; describe the policy tools which influence economic growth, prices, and employment; identify and explain the major types of market structures; and identify those conditions where market failure is most likely to occur.

Concentration in Social Entrepreneurship: Coupled with any major, this concentration equips students to start or find employment in either not-for-profit organizations or for-profit firms pursuing social missions. Students will focus on broad issues, such as the role of these organizations in a national economy, and develop specific skills needed to successfully run these types of organizations.

Admission into the Brock School of Business

To be admitted into the Brock School of Business, students must earn a C- or better in each pre-business course, a cumulative 2.25 or higher pre-business GPA in business school courses (prefixes ACCT, BUSA, and ECON), and a cumulative 2.00 Samford University GPA. Pre-business courses consist of ACCT 211, 212; BUSA 100, 130, 231, 260; and ECON 201, 202.

Admission to the School of Business will be automatic for students who meet the above requirements. Provisional admission status will be granted if a student meets the 2.25 pre-business GPA and 2.00 Samford GPA requirements, but has not completed one pre-business course and/or has not met the C- requirement. Such students will be allowed to take 300-level business courses, but will not be allowed to progress to 400-level business courses until the completion of the one pre-business course and the C- requirement are met.

Progression Policy

Once admitted into the Brock School of Business, a student must maintain a cumulative 2.25 GPA in School of Business courses to graduate. If a student's cumulative business GPA falls below 2.25, the student will be placed on academic probation. **The student will be required to raise his/her cumulative business GPA to a 2.25 within the next two successive terms of undergraduate enrollment. If the student fails to meet this requirement, then the student will be permanently dismissed from the School of Business.**

Graduation Requirements

1. Complete a minimum of 128 credits.
2. Complete at least 50 percent of business courses at Samford. Only six (6) transient hours will be allowed for all business courses from the 100-400 level.
Exception: See Important Note under the Accounting Major table.
All lower level transient courses (200-level and below) are to be accepted only from "Accredited Colleges and Universities." All upper-level courses (300-level and above) are to be accepted only with the approval of the appropriate department chair. The general assumption is that such approval will be granted only when the course has been taken at an AACSB-accredited college or university. No 100- or 200-level transient (transferred) course is equivalent to a 300- or 400-level business course.
3. Earn a 2.00 GPA in each of the following two areas: Samford and overall.
4. Earn a 2.25 GPA in each of the following two areas: business and the 24 credits which constitute a major.
5. Meet other requirements as outlined by the University.

Exceptions

Approval of course substitutions, prerequisite waivers, or other exceptions to the degree requirements are rare and made only under extreme circumstances. The associate dean or director of undergraduate programs approves such exceptions.

University Core Curriculum and General Education Requirements

See University Core Curriculum and General Education Requirements in the Howard College of Arts and Sciences introductory pages for a list of required and applicable courses. All Brock School of Business majors must take ECON 201 (Principles of Macroeconomics) as their general education social science requirement and MATH 150 (Precalculus) as their general education mathematics requirement. Physical education activity courses are not required for business majors; however, the student may apply a maximum of two (2) activity credits as general electives towards the 128 total credits required to earn a degree.

Language

The study of a language introduces the student to another culture active in the global economy and develops his/her ability to communicate with individuals of that culture. The student may satisfy this requirement by taking eight credits at the 100 level or by demonstrating proficiency on the Samford foreign language placement exam.

Accounting and Management Information Systems

Faculty

Lowell S. Broom, Chair, Professor of Accounting
 Cynthia F. Lohrke, Professor of Accounting
 James P. Reburn, Professor of Accounting
 William H. Belski, Associate Professor of Accounting
 Aundrea Kay Guess, Associate Professor, Accounting
 Sharon S. Jackson, Assistant Professor of Business
 Dennis W. Price, Assistant Professor of Accounting

Undergraduate Programs and Requirements

Majors

Accounting
 Accounting with a Concentration in Social Entrepreneurship

Joint Degree

Professional Accountancy (B.S.B.A. in Accounting/M.Acc.)

The Department of Accounting and Management Information Systems offers a major in accounting that leads to the bachelor of science in business administration (B.S.B.A.) degree. In addition, students can earn a concentration in social entrepreneurship. The department also offers coursework leading to the master of accountancy (M.Acc.) degree.

The department also offers a special joint degree, leading to a B.S.B.A. in accounting initially, but ultimately to a master of accountancy. This program is only available to students enrolled as undergraduates pursuing a B.S.B.A. in accounting at Samford and is designed to allow students to earn both a B.S.B.A. degree in accounting and master of accountancy degree upon completion of 150 credits.

Student Objectives

B.S.B.A. in Accounting: Graduates will be prepared to pursue a professional career as a CPA, CMA, CIA, auditor, tax accountant, or other positions requiring accounting credentials.

B.S.B.A. in Accounting/Master of Accountancy: Graduates will be prepared to pursue a professional career as a CPA, CMA, CIA, auditor, tax accountant, or other positions requiring a graduate degree and/or professional certification. Graduates of this program will have met the requirements necessary to sit for the CPA exam in Alabama.

Professional Accountancy Program

The Professional Accountancy Program offers seamless integration of coursework within our B.S.B.A. and M.Acc. degree programs to prepare students for professional accountancy careers. Students apply to enter the Professional Accountancy Program during the spring term of their junior year. Students are notified of their conditional acceptance along with their financial aid package for the program by November 15 of their senior year. Students must declare their intention to enter the Professional Accountancy Program by February 1 of their junior year. This declaration will be used to alert the Brock School of Business Graduate Programs Office and Student Records that this student will matriculate into the Professional Accountancy Program. Candidates of this degree program will earn both the B.S.B.A. in accounting and the master of accountancy degree assuming continued successful enrollment. Students must have a minimum overall 2.5 GPA for program admission, including a 2.5 GPA in all prior undergraduate ACCT courses.

Accounting Major

Accounting Major Required Courses		Course Credits	Total Required Credits
University Core Curriculum			22
General Education Requirements:*			24-32
Natural and Computational Sciences			8
Social Sciences			4
ECON 201	Principles of Macroeconomics (Pre-Bus)	4	
Mathematics			4
MATH 150	Precalculus	4	
Languages (proficiency through 102 or higher)			0-8
Fine Arts			4
Humanities			4
Accounting Major:			68
Pre-Business Curriculum**			19
ACCT 211	Accounting Concepts I	3	
ACCT 212	Accounting Concepts II	3	
BUSA 100	World of Business	3	
BUSA 130	Quantitative Methods I	3	
BUSA 231	Quantitative Methods II	3	
BUSA 260	Computer Software Competency	1	
ECON 202	Principles of Microeconomics	3	
Business Core			25
BUSA 252	Legal Environment of Business	3	
BUSA 360	Information Systems and Technology	3	
BUSA 471	Professional Development Seminar	1	
FINC 321	Financial Management	3	
MNGT 303	Principles of Management	3	
MNGT 342	Operations Management	3	
MNGT 400	Managerial Values	3	
MNGT 481	Business Strategy	3	
MARK 311	Marketing Management	3	
Accounting Core			21
ACCT 310	Income Tax I	3	
ACCT 311	Financial Accounting & Reporting I	3	
ACCT 312	Financial Accounting & Reporting II	3	
ACCT 313	Cost Accounting	3	
ACCT 420	Auditing I	3	
ACCT 470	Information Systems	3	
BUSA 454	Business Law	3	
Accounting Elective			3
(select one from the following)			
ACCT 410	Income Tax II	3	
ACCT 415	Governmental & Not-for-Profit Accounting	3	
ACCT 496	Accounting Internship	3	
General Electives			6-14
		Total Required Credits	128

*Unless a requirement is specified, see General Education Requirements in the Howard College of Arts & Sciences section for a list of required and applicable courses.

**Pre-Business curriculum includes ECON 201 from above.

Important Note: To qualify for graduation, accounting majors must earn a grade of C or better in all accounting courses and must complete five of the six 300-400 level ACCT core courses at Samford.

Professional Accountancy Program

Professional Accountancy Degree Program Required Courses	Course Credits	Total Required Credits
University Core Curriculum		22
General Education Requirements:*		24-32
Natural and Computational Sciences		8
Social Sciences		4
ECON 201 Principles of Macroeconomics (Pre-Bus)	4	
Mathematics		4
MATH 150 Precalculus	4	
Languages (proficiency through 102 or higher)		0-8
Fine Arts		4
Humanities		4
Professional Accountancy Major:		96-104
Pre-Business Curriculum**		19
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II	3	
BUSA 100 World of Business	3	
BUSA 130 Quantitative Methods I	3	
BUSA 231 Quantitative Methods II	3	
BUSA 260 Computer Software Competency	1	
ECON 202 Principles of Microeconomics	3	
Business Core		25
BUSA 252 Legal Environment of Business	3	
BUSA 360 Information Systems and Technology	3	
BUSA 471 Professional Development Seminar	1	
FINC 321 Financial Management	3	
MNGT 303 Principles of Management	3	
MNGT 342 Operations Management	3	
MNGT 400 Managerial Values	3	
MNGT 481 Business Strategy	3	
MARK 311 Marketing Management	3	
Professional Accountancy Track		40
ACCT 310 Income Tax I	3	
ACCT 311 Financial Accounting & Reporting I	3	
ACCT 312 Financial Accounting & Reporting II	3	
ACCT 313 Cost Accounting	3	
ACCT 410 Income Tax II	3	
ACCT 420 Auditing I	3	
ACCT 470 Accounting Information Systems	3	
BUSA 454 Business Law	3	
ACCT 515 Governmental/Not-for-Profit Accounting	3	
ACCT 520 Auditing II	3	
ACCT 525 Applied Professional Research	3	
ACCT 540 Financial Accounting & Reporting III	3	
ACCT 555 Accounting Internship	3	
ACCT 599 Contemporary Issues in Accountancy	1	
Accounting Elective (choose three from the following)		9
ACCT 514 Tax Research	3	
ACCT 521 Fraud Examination	3	
ACCT 550 Managerial Accounting Seminar	3	
ACCT 560 Accounting Theory	3	
ACCT 570 Financial Statement Analysis	3	
Required Business Electives (Non-Accounting)		3-11
Business courses (select a minimum of one course from the MBA list on p. 181)	3-11	
Total Required Credits		150

*Unless a requirement is specified, see General Education Requirements in the Howard College of Arts & Sciences section for a list of required and applicable courses.

**Pre-Business curriculum includes ECON 201 from above.

Economics, Finance, and Quantitative Analysis

Faculty

Jennings B. Marshall, Chair, Professor of Economics
 Steven T. Jones, Professor of Finance
 Thomas W. Woolley, Professor of Business Statistics
 Jeremy P. Thornton, Associate Professor of Economics
 William (Art) Carden, Assistant Professor, Economics
 Sara E. Helms, Assistant Professor of Economics
 John M. Venable, Assistant Professor of Business
 Rustin (Rusty) Yerkes, Instructor, Finance

Undergraduate Programs and Requirements

Majors

Economics (B.A.)
 Economics (B.S.B.A.)
 Economics (B.S.B.A.) with a Concentration in Social Entrepreneurship
 Finance
 Finance with a Concentration in Social Entrepreneurship

Minor

Economics

The Department of Economics, Finance, and Quantitative Analysis offers majors in economics and finance, each leading to a bachelor of science in business administration (B.S.B.A.) degree. In addition, students can earn a concentration in social entrepreneurship. For students whose primary focus is not business, a bachelor of arts (B.A.) in economics is also available.

A minor in economics is also available. However, the economics minor is not available for School of Business majors.

Student Objectives

B.S.B.A. in Economics: Graduates will be prepared to enter a variety of fields and careers in business and public policy. The economics major is easily paired as a double-major with other programs within the School of Business so that students focusing on accounting, management, marketing, finance, or entrepreneurship will be equipped with both specific skills and a broad general knowledge of economic forces that impact industry and government.

B.S.B.A. in Finance: The finance major provides students with the analytic and theoretical tools necessary for mastering practical issues in financial management of private businesses and other financial institutions. Graduates will be prepared to enter a variety of areas in finance-related fields. Such positions include investment banking firms, securities sales, financial planning, commercial banking, securities research, and corporate treasurer functions.

B.A. in Economics: Graduates will be able to identify and discuss the importance of key macroeconomic indicators; describe the policy tools which influence economic growth, prices, and employment; identify and explain the major types of market structures; and identify those conditions where market failure is most likely to occur.

Economics Major (B.S.B.A.)

Economics Major (B.S.B.A.) Required Courses	Course Credits	Total Required Credits
University Core Curriculum		22
General Education Requirements (see note):		24-32
Natural and Computational Sciences		8
Social Sciences		4
ECON 201 Principles of Macroeconomics (Pre-Bus)	4	
Mathematics		4
MATH 150 Precalculus	4	
Languages (proficiency through 102 or higher)		0-8
Fine Arts		4
Humanities		4
Economics Major (B.S.B.A.):		68-69
Pre-Business Curriculum**		19
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II	3	
BUSA 100 World of Business	3	
BUSA 130 Quantitative Methods I	3	
BUSA 231 Quantitative Methods II	3	
BUSA 260 Computer Software Competency	1	
ECON 202 Principles of Microeconomics	3	
Business Core		25
BUSA 252 Legal Environment of Business	3	
BUSA 360 Information Systems and Technology	3	
BUSA 471 Professional Development Seminar	1	
FINC 321 Financial Management	3	
MNGT 303 Principles of Management	3	
MNGT 342 Operations Management	3	
MNGT 400 Managerial Values	3	
MNGT 481 Business Strategy	3	
MARK 311 Marketing Management	3	
Economics Core		9
BUSA 332 Quantitative Methods III	3	
ECON 301 Intermediate Macroeconomics	3	
ECON 302 Intermediate Microeconomics	3	
Business Electives-Economics Majors (select any three business courses not previously taken to meet a stated requirement of this major)		9
Economics Electives (select two from the following)		6-7
ECON 394 International Studies in Economics	3	
ECON 401 Money and Banking	3	
ECON 410 Game Theory	4	
ECON 420 International Economics	3	
ECON 425 Econometrics	3	
ECON 426 Topics in Economics	3	
ECON 430 Law and Economics	3	
ECON 435 Public Finance and Public Policy	3	
General Electives		5-14
Total Required Credits		128

* Pre-Business curriculum includes ECON 201 from above.

Economics Major (B.A.)

The economics major (bachelor of arts) provides students with the tools to study how incentive structures cause people, firms and governments to make optimal or less than optimal decisions. Students will learn how to research and analyze the marketplace by examining logical models. These models can then be applied to particular problems to predict actions that need to be taken to incentivize people, firms and governments to react in a certain way. Such models involve analyzing economic, political, historical, and social indicators in order to understand the economic marketplace.

Economics Major (B.A.) Required Courses	Course Credits	Total Required Credits
University Core Curriculum		22
General Education Requirements (see note):		30
Natural and Computational Sciences		8
Social Science: ECON 201 Principles-Macroeconomics		4
Mathematics: MATH 150 Precalculus		4
Languages (proficiency through 202 or higher)		4
Fine Arts		4
Humanities		4
Physical Activity		2
Economics Major (B.A.):		30-32
Economics Core		18
BUSA 130 Quantitative Methods I	3	
BUSA 231 Quantitative Methods II	3	
BUSA 332 Quantitative Methods III	3	
ECON 202 Principles of Microeconomics	3	
ECON 301 Intermediate Macroeconomics	3	
ECON 302 Intermediate Microeconomics	3	
Economics Electives (select four from the following)		12-14
ECON 394 International Studies in Economics	3	
ECON 401 Money and Banking	3	
ECON 410 Game Theory	4	
ECON 420 International Economics	3	
ECON 425 Econometrics	3	
ECON 426 Topics in Economics	3	
ECON 430 Law and Economics	3	
ECON 435 Public Finance and Public Policy	3	
GEOG 305 Globalization: Geographies/Economic Chg	4	
General Electives		44-46
Total Required Credits		128

Economics Minor

Economics Minor* Required Courses	Course Credits	Total Required Credits
Economics Core		10
BUSA 130 Quantitative Methods I**	3	
ECON 201 Principles of Macroeconomics***	4	
ECON 202 Principles of Microeconomics	3	
Economics Electives (select four from the following)		12-13
ECON 301 Intermediate Macroeconomics	3	
ECON 302 Intermediate Microeconomics	3	
ECON 394 International Studies in Economics	3	
ECON 401 Money and Banking	3	
ECON 410 Game Theory	4	
ECON 420 International Economics	3	
ECON 425 Econometrics	3	
ECON 426 Topics in Economics	3	
ECON 430 Law and Economics	3	
ECON 435 Public Finance and Public Policy	3	
Total Required Credits		22-23

* Students must maintain a 2.00 GPA in the economics minor.

** An equivalent course may be substituted.

*** Depending on the student's major, this course may also be used to satisfy a general education social science requirement.

NOTE: The economics minor is not available for School of Business majors.

Gen Ed Note: Unless a requirement is specified, see the General Education Requirements in the Howard College of Arts & Sciences section for a list of required and applicable courses.

Finance Major

Finance Major Required Courses	Course Credits	Total Required Credits
University Core Curriculum		22
General Education Requirements:*		24-32
Natural and Computational Sciences		8
Social Sciences		4
ECON 201 Principles of Macroeconomics (Pre-Bus)	4	
Mathematics		4
MATH 150 Precalculus	4	
Languages (proficiency through 102 or higher)		0-8
Fine Arts		4
Humanities		4
Finance Major:		68
Pre-Business Curriculum**		19
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II	3	
BUSA 100 World of Business	3	
BUSA 130 Quantitative Methods I	3	
BUSA 231 Quantitative Methods II	3	
BUSA 260 Computer Software Competency	1	
ECON 202 Principles of Microeconomics	3	
Business Core		25
BUSA 252 Legal Environment of Business	3	
BUSA 360 Information Systems and Technology	3	
BUSA 471 Professional Development Seminar	1	
FINC 321 Financial Management	3	
MNGT 303 Principles of Management	3	
MNGT 342 Operations Management	3	
MNGT 400 Managerial Values	3	
MNGT 481 Business Strategy	3	
MARK 311 Marketing Management	3	
Finance Core		15
BUSA 332 Quantitative Methods III	3	
FINC 422 Financial Statement Analysis	3	
FINC 424 Investments	3	
FINC 428 Financial Institutions	3	
FINC 429 Business Finance II	3	
Business Elective-Finance Majors (select one business course not previously taken to meet a stated requirement of this major)	3	3
Finance Electives (select two from the following)		6
ACCT 311 Financial Accounting & Reporting I	3	
ACCT 312 Financial Accounting & Reporting II	3	
ECON 425 Econometrics	3	
FINC 423 History of Capitalism	3	
FINC 426 Topics in Finance	3	
FINC 427 Financial Risk Management	3	
FINC 434 Fixed Income Securities	3	
FINC 450 Bulldog Investment Fund***	3	
FINC 492 Business Internship: Finance	3	
General Electives		6-14
Total Required Credits		128

* Unless a requirement is specified, see General Education Requirements in the Howard College of Arts & Sciences section for a list of required and applicable courses.

** Pre-Business curriculum includes ECON 201 from above.

*** An additional 3 credits may be applied to business electives or general electives.

Entrepreneurship, Management, and Marketing

Faculty

Franz T. Lohrke, Chair, Professor of Management, Brock Family Chair in Entrepreneurship
 Archie Lockamy III, Professor of Operations Management, Margaret Gage Bush Professor of Business
 David L. Loudon, Professor of Marketing
 Robert W. Service, Professor of Management
 Darin W. White, Professor of Marketing
 Charles M. Carson IV, Associate Professor of Management
 Betsy B. Holloway, Associate Professor of Marketing, Dwight Moody Beeson Chair in Business
 Barbara H. Cartledge, Assistant Professor of Business
 Larron C. Harper, Assistant Professor of Business

Undergraduate Programs and Requirements

Majors

Entrepreneurship
 Entrepreneurship with a Concentration in Social Entrepreneurship
 Management
 Management with a Concentration in Social Entrepreneurship
 Marketing
 Marketing with a Concentration in Social Entrepreneurship

Minors

General Business
 Marketing
 Social Entrepreneurship and Non-Profit Management

The Department of Entrepreneurship, Management, and Marketing offers majors in entrepreneurship, management, and marketing, each leading to a bachelor of science in business administration (B.S.B.A.) degree. In addition, students can earn a concentration in social entrepreneurship.

Minors in general business, marketing, as well as social entrepreneurship and non-profit management are also available. However, none of the minors are available for School of Business majors.

Student Objectives

B.S.B.A. in Entrepreneurship: Graduates will be prepared to start or find employment in new, family, or small ventures as well as large, innovative firms. Students will be equipped with both specific skills and broad general knowledge of factors impacting the success of these businesses.

B.S.B.A. in Management: Graduates will be prepared in general knowledge of core functional areas of business, equipped for immediate entry-level positions in functional areas and industries of choice, and trained for the potential long-term goal of higher level management positions.

B.S.B.A. in Marketing: Graduates will be prepared to explore opportunities in advertising, sales, market research, retailing, product management, and public relations. The program focuses on marketing for products and services, occurring in for-profit as well as not-for-profit organizations.

Entrepreneurship Major

Entrepreneurship Major Required Courses	Course Credits	Total Required Credits
University Core Curriculum		22
General Education Requirements:*		24-32
Natural and Computational Sciences		8
Social Sciences		4
ECON 201 Principles of Macroeconomics (Pre-Bus)	4	
Mathematics		4
MATH 150 Precalculus	4	
Languages (proficiency through 102 or higher)		0-8
Fine Arts		4
Humanities		4
Entrepreneurship Major:		68
Pre-Business Curriculum**		19
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II	3	
BUSA 100 World of Business	3	
BUSA 130 Quantitative Methods I	3	
BUSA 231 Quantitative Methods II	3	
BUSA 260 Computer Software Competency	1	
ECON 202 Principles of Microeconomics	3	
Business Core		25
BUSA 252 Legal Environment of Business	3	
BUSA 360 Information Systems and Technology	3	
BUSA 471 Professional Development Seminar	1	
FINC 321 Financial Management	3	
MNGT 303 Principles of Management	3	
MNGT 342 Operations Management	3	
MNGT 400 Managerial Values	3	
MNGT 481 Business Strategy	3	
MARK 311 Marketing Management	3	
Entrepreneurship Core		18
BUSA 332 Quantitative Methods III	3	
BUSA 454 Business Law <i>or</i>	3	
MNGT 404 Human Resources Management		
ENTR 304 Entrepreneurship/Small Business Concepts	3	
ENTR 410 Entrepreneurial Finance***	3	
ENTR 485 Entrepreneurship	3	
MARK 414 Marketing Research <i>or</i>	3	
MARK 419 Services Marketing		
Business Elective-Entrepreneurship Majors † (select one business course not previously taken to meet a stated requirement of this major)	3	3
Entrepreneurship Elective (select one from below)		3
ENTR 407 Topics in Entrepreneurship	3	
ENTR 408 Family Business	3	
ENTR 409 Management of Innovation	3	
ENTR 486 Social Entrepreneurship/Not-for-Profit Mgt	3	
ENTR 488 Small Business Consulting	3	
ENTR 494 Business Internship: Entrepreneurship	3	
General Electives		6-14
Total Required Credits		128

* Unless a requirement is specified, see General Education Requirements in the Howard College of Arts & Sciences section for a list of required and applicable courses.

** Pre-Business curriculum includes ECON 201 from above.

*** Other electives are possible with department chair approval.

† Entrepreneurship majors are encouraged to take BUSA 322 (Personal Finance), if possible.

†† Double majors may be able to substitute another internship for ENTR 494 with MGK department chair approval.

Management Major

Management Major Required Courses	Course Credits	Total Required Credits
University Core Curriculum		22
General Education Requirements:*		24-32
Natural and Computational Sciences		8
Social Sciences		4
ECON 201 Principles of Macroeconomics (Pre-Bus)	4	
Mathematics		4
MATH 150 Precalculus	4	
Languages (proficiency through 102 or higher)		0-8
Fine Arts		4
Humanities		4
Management Major:		68
Pre-Business Curriculum**		19
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II	3	
BUSA 100 World of Business	3	
BUSA 130 Quantitative Methods I	3	
BUSA 231 Quantitative Methods II	3	
BUSA 260 Computer Software Competency	1	
ECON 202 Principles of Microeconomics	3	
Business Core		25
BUSA 252 Legal Environment of Business	3	
BUSA 360 Information Systems and Technology	3	
BUSA 471 Professional Development Seminar	1	
FINC 321 Financial Management	3	
MNGT 303 Principles of Management	3	
MNGT 342 Operations Management	3	
MNGT 400 Managerial Values	3	
MNGT 481 Business Strategy	3	
MARK 311 Marketing Management	3	
Management Core		15
BUSA 332 Quantitative Methods III	3	
BUSA 496 Business Management Internship I <i>or</i>	3	
ENTR 488 Small Business Consulting		
ENTR 304 Entrepreneurship/Small Business Concepts	3	
MNGT 404 Human Resource Management	3	
MNGT 405 Leadership	3	
Business Electives-Management Majors (select any two business courses not previously taken to meet a stated requirement of this major)	3	6
Management Electives (select one from the following: any 400-level ENTR OR MNGT course not previously taken to meet a stated requirement of this major)	3	3
General Electives		6-14
Total Required Credits		128

*Unless a requirement is specified, see General Education Requirements in the Howard College of Arts & Sciences section for a list of required and applicable courses.

**Pre-Business curriculum includes ECON 201 from above.

Marketing Major

Marketing Major Required Courses	Course Credits	Total Required Credits
University Core Curriculum		22
General Education Requirements:*		24-32
Natural and Computational Sciences		8
Social Sciences		4
ECON 201 Principles of Macroeconomics (Pre-Bus)	4	
Mathematics		4
MATH 150 Precalculus	4	
Languages (proficiency through 102 or higher)		0-8
Fine Arts		4
Humanities		4
Marketing Major:		68
Pre-Business Curriculum**		19
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II	3	
BUSA 100 World of Business	3	
BUSA 130 Quantitative Methods I	3	
BUSA 231 Quantitative Methods II	3	
BUSA 260 Computer Software Competency	1	
ECON 202 Principles of Microeconomics	3	
Business Core		25
BUSA 252 Legal Environment of Business	3	
BUSA 360 Information Systems and Technology	3	
BUSA 471 Professional Development Seminar	1	
FINC 321 Financial Management	3	
MNGT 303 Principles of Management	3	
MNGT 342 Operations Management	3	
MNGT 400 Managerial Values	3	
MNGT 481 Business Strategy	3	
MARK 311 Marketing Management	3	
Marketing Core		12
BUSA 332 Quantitative Methods III	3	
MARK 414 Marketing Research	3	
MARK 416 Consumer Behavior	3	
MARK 419 Services Marketing	3	
Business Elective-Marketing Majors (select one business course not previously taken to meet a stated requirement of this major)	3	3
Marketing Electives (select three from the following)		9
ENTR 485 Entrepreneurship	3	
ENTR 486 Social Entrepreneurship/Not-for-Profit Mgt	3	
MARK 401 Sports Marketing	3	
MARK 402 Retailing	3	
MARK 415 Marketing Communications	3	
MARK 417 Topics in Marketing	3	
MARK 418 Professional Selling	3	
MARK 420 Sales Leadership	3	
MARK 421 International Marketing	3	
MARK 491 Business Internship: Marketing <i>or</i>	3	
BUSA 498 Business Research Project		
General Electives		6-14
Total Required Credits		128

* Unless a requirement is specified, see General Education Requirements in the Howard College of Arts & Sciences section for a list of required and applicable courses.

** Pre-Business curriculum includes ECON 201 from above.

General Business Minor*

General Business Minor** Required Courses	Course Credits	Total Required Credits
Group I (must be completed before starting Group II)***		13
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II	3	
BUSA 100 World of Business	3	
ECON 201 Principles of Macroeconomics	4	
Group II (can be completed in any order)***		9
FINC 321 Financial Management	3	
MNGT 303 Principles of Management	3	
MARK 311 Marketing Management	3	
Total Required Credits		22

* General business minors must complete 6 of the 9 credits in the 300-level courses at Samford.

** Students must maintain a 2.00 GPA in the general business minor.

*** Prerequisites not required.

NOTE: The general business minor is not available for School of Business majors.

Marketing Minor*

This program will equip students with the foundational marketing knowledge and skills needed to explore opportunities in advertising, sales, market research, retailing, product management, and public relations. The program focuses on marketing for products and services, occurring in for-profit as well as not-for-profit organizations. It is suitable for students enrolled in non-business degree programs at Samford University, who want to include marketing knowledge in their skill set as they pursue their careers in either non-business or business settings. The minor is not available to School of Business majors. To be admitted into the marketing minor, students must have a 3.00 GPA. Once in the minor, students must maintain a 2.00 GPA.

Marketing Minor* Required Courses	Course Credits	Total Required Credits
Group I (must be completed before starting Group II)		3-7
BUSA 231 Quantitative Methods II	3	
ECON 201 Principles of Macroeconomics** <i>or</i>	3-4	
ECON 202 Principles of Microeconomics		
Group II (must be completed before starting Group III)***		3
MARK 311 Marketing Management	3	
Group III (should be taken after Group II) (select four from the following)		12
MARK 401 Sports Marketing	3	
MARK 402 Retailing	3	
MARK 414 Marketing Research	3	
MARK 415 Marketing Communications	3	
MARK 416 Consumer Behavior	3	
MARK 417 Topics in Marketing***	3	
MARK 418 Professional Selling	3	
MARK 419 Services Marketing	3	
MARK 420 Sales Leadership	3	
MARK 421 International Marketing	3	
MARK 491 Business Internship: Marketing	3	
Total Required Credits		18-22

* Students must have a 3.00 cumulative GPA at Samford University to be admitted to the minor and must maintain a 2.00 GPA in the marketing minor.

** Depending on the student's major, this course may also be used to satisfy a general education social science requirement.

*** Topics in Marketing can be taken more than once as long as the topics differ.

NOTE: The marketing minor is not available for School of Business majors.

Social Entrepreneurship and Non-Profit Management Minor*

This program will equip students with the foundational business knowledge and skills needed to find employment in non-profit organizations or for-profit firms pursuing social missions. The minor is suitable for students enrolled in non-business degree programs at Samford University who want to include business knowledge in their skill set as they pursue their careers in either non-business or business settings. The minor is not available to School of Business majors.

Social Entrepreneurship and Non-Profit Management Minor* Required Courses		Course Credits	Total Required Credits
Group I (must be completed before starting Group II)			9-10
ACCT 211	Accounting Concepts I	3	
ACCT 212	Accounting Concepts II <i>or</i>	3	
ACCT 384	Financial Mgmt of Non-Profit Entities		
ECON 201	Principles of Macroeconomics** <i>or</i>	3-4	
ECON 202	Principles of Microeconomics		
Group II (can be completed in any order)***			9
BUSA 322	Personal Finance <i>or</i>	3	
FINC 321	Financial Management		
ENTR 304	Entrepreneurship/Small Bus Concepts <i>or</i>	3	
MNGT 303	Principles of Management		
MARK 311	Marketing Management	3	
Group III (should be taken after Group II)			3
ENTR 486	Social Entrepreneurship and Not-for-Profit Management	3	
Total Required Credits			21-22

* Students must maintain a 2.00 GPA in the social entrepreneurship minor.

** Depending on the student's major, this course may also be used to satisfy a general education social science requirement.

*** Prerequisites not required for minors.

NOTE: The social entrepreneurship minor is not available for School of Business majors. Social entrepreneurship minors must complete 6 of the 9 credits in the 300-level at Samford.

Social Entrepreneurship Concentration

Students majoring in accounting, economics, entrepreneurship, finance, management, or marketing can add the social entrepreneurship concentration to their program, which will prepare them to start or find employment in either not-for-profit or for-profit firms pursuing social missions. All requirements must be met for both the major and the concentration, although some course overlap may occur.

Social Entrepreneurship Concentration Required Courses		Course Credits	Total Required Credits
Social Entrepreneurship Core			10-12
ACCT 384	Financial Management-Non-Profit Entities	3	
ENTR 485	Entrepreneurship	3	
ENTR 486	Social Entrepreneurship and Not-for-Profit Management	3	
ENTR 487	Applied Social Entrepreneurship and Not-for-Profit Management*	1-3	
Total Required Credits			10-12

* Course repeatable up to 3 total credits.

Business Electives

Electives are designed to be advanced study in a topic area and should be chosen to reflect the academic interest of the student. Specific prerequisites will appear on the schedule. The following courses are examples of the topics that could be offered during the academic year.

Course Number/Name	Credit Hrs	
ACCT 410	Income Tax II	3
ACCT 415	Government & Not-for-Profit Accounting	3
ACCT 496	Accounting Internship	2-3
BUSA 308	Website Design for Business Use	3
BUSA 322	Personal Finance	3
BUSA 391	Financial Implications of International Business	3
BUSA 454	Business Law	3
BUSA 479	Business Independent Study	3
BUSA 495	London Business Internship	2
BUSA 496	Business Management Internship I	3
BUSA 497	Business Management Internship II	3
BUSA 498	Business Research Project I	3
BUSA 499	Business Research Project II	3
ECON 394	International Studies in Economics	3
ECON 401	Money and Banking	3
ECON 410	Game Theory	4
ECON 420	International Economics	3
ECON 425	Econometrics	3
ECON 426	Topics in Economics	3
ECON 430	Law and Economics	3
ECON 435	Public Finance and Public Policy	3
ECON 493	Business Internship: Economics	3
ENTR 304	Entrepreneurship and Small Business Concepts	3
ENTR 407	Topics in Entrepreneurship	3
ENTR 408	Family Business	3
ENTR 409	Management of Innovation	3
ENTR 410	Entrepreneurial Finance	3
ENTR 485	Entrepreneurship	3
ENTR 486	Social Entrepreneurship & Not-for-Profit Mgt	3
ENTR 487	Applied Social Entrepreneurship & Non-Profit Mgt	1-3
ENTR 488	Small Business Consulting	3
ENTR 494	Business Internship: Entrepreneurship	3
FINC 422	Financial Statement Analysis	3
FINC 423	History of Capitalism	3
FINC 424	Investments	3
FINC 426	Topics in Finance	3
FINC 427	Financial Risk Management	3
FINC 428	Financial Institutions	3
FINC 429	Business Finance II	3
FINC 434	Fixed Income Securities	3
FINC 492	Business Internship: Finance	3
MNGT 305	History of Management Thought	3
MNGT 401	Organizational Behavior Concepts	3
MNGT 404	Human Resource Management	3
MNGT 405	Leadership	3
MNGT 406	Topics in Management	3
MNGT 408	International Management	3
MNGT 444	Total Quality Management	3
MARK 401	Sports Marketing	3
MARK 402	Retailing	3
MARK 414	Marketing Research	3
MARK 415	Marketing Communication	3
MARK 416	Consumer Behavior	3
MARK 417	Topics in Marketing	3
MARK 418	Professional Selling	3
MARK 419	Services Marketing	3
MARK 420	Sales Leadership	3
MARK 421	International Marketing	3
MARK 491	Business Internship: Marketing	3

Brock Scholars Major (B.S.B.A.-Fellows)

The Brock Scholars major is an imaginative, demanding, and competitive program of study designed for University Fellows who desire to major in business. Brock Scholars are selected annually through a rigorous application process in the spring of the freshman year. The program allows students the flexibility to create their own unique curriculum, coupled with international travel, student research, hands-on experience through internships, and a high degree of faculty involvement.

Brock Scholars Major Required Courses	Course Credits	Total Required Credits
University Fellows Core Curriculum †		38-46
General Education Requirements: ††		8-16
Natural and Computational Sciences (one course)		4
Languages (proficiency through 102 or higher) †††		0-8
Fine Arts (two courses)		4
Brock Scholars Major:		66-82
Freshman Year:		3
BUSA 100 World of Business (Spring)	3	
Sophomore Year:		19
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II*	3	
BUSA 231 Quantitative Methods II*	3	
ECON 201 Principles of Macroeconomics*	4	
ECON 202 Principles of Microeconomics*	3	
BSBB 201 Brock Scholars Internship §	3	
Junior Year:		17 or 20
BUSA 360 Information Systems and Technology*	3	
FINC 321 Financial Management*	3	
MNGT 303 Principles of Management*	3	
MNGT 342 Operations Management*	3	
MARK 311 Marketing Management*	3	
BSBB 301 Summer Fellowship (after junior year) †† §	1 or 4	
BSBB 302 Oxbridge Tutorial §§	1	
Senior Year:		12
BUSA 471 Professional Development Seminar	1	
MNGT 481 Business Strategy*	3	
BSBB 302 Oxbridge Tutorial §§	1	
BSBB 410 Senior Research Project I (Fall)	2	
BSBB 420 Senior Research Project II (Spring)	2	
BSBB 430 Brock Scholars Seminar §§§	3	
Additional Major/Enrichment Courses		12-31
(may come from inside or outside the business school)		
Total Required Credits		128

† See pp. 50-51 for a complete list of University Fellows Core Curriculum requirements. These courses are typically completed in the freshman and sophomore years. The Global Studies requirement (part of the Fellows Core) may be met, in part, through Summer Fellowship. The additional 4 credits must be met through a non-Western culture course outside the student's discipline.

†† See p. 64 for a list of course options for the General Education Requirements.

††† Students must achieve language proficiency through the 102 level.

* Any of these core business courses may be replaced/substituted with related coursework applicable to the student's chosen course of study upon approval from the appropriate department chair and the student's faculty committee.

§ Brock Scholars receive stipends to support their Internship and Summer Fellowship.

§§ May be offered in conjunction w/a business course or independently (+1 crd).

§§§ Offered once every two years in the fall, for all junior and senior-level Scholars.

NOTE: Brock Scholars design their own degree program in conjunction with their faculty committee (three faculty, no more than one from outside the Brock School of Business), who will approve the entire program of study.

Brock Scholars Courses

BSBB 201 Brock Scholars Internship (3)

Increasingly, business and nonprofit leaders design, grow, and lead social mission-driven enterprises. As the traditional lines blur between nonprofit enterprises, government, and business, it is critical that business students understand the opportunities and challenges in this new landscape. Through first-hand field experience, Brock Scholars will explore this emerging trend and its relationship to broader issues regarding business behavior. Students will partner with local for-profit and nonprofit organizations to engage in the development and implementation of new and existing initiatives that target specific community and business needs. Grading is pass/fail. Prereq: Admission to the Brock Scholars Program. Offered: Fall, Spring, and Summer.

BSBB 301 Summer Fellowship (1 or 4)

Business and nonprofit leaders worldwide design, grow, and lead social mission-driven enterprises. As the traditional lines blur between nonprofit enterprises, government, and business, it is critical that business students understand the opportunities and challenges in this new landscape. Through first-hand field experience, Brock Scholars will explore this emerging trend and its relationship to broader issues regarding business behavior. Students will partner with regional, national, or international for-profit and nonprofit organizations to engage in the development and implementation of social outreach initiatives that target specific community and business needs. Prereq: Admission to the Brock Scholars Program. Offered: Summer.

BSBB 302 Oxbridge Tutorial (1)

Students will work with a single faculty member to explore a topic in a functional area of business using the Oxbridge tutorial method. Through meetings with a faculty member at which a paper will be presented orally and in writing, the student will develop critical thinking, research, and written and oral communication skills. May be repeated for a maximum of 2 credits. Prereq: Admission to the Brock Scholars Program. Offered: Fall, Spring, and Summer.

BSBB 410 Senior Research Project I (2)

Seminar designed to prepare students to write their Brock Scholars senior project proposal. The seminar provides an introduction to research proposal writing, basic research design, and the construction of a research project. By the end of the seminar each student will have a detailed proposal of his/her project, an annotated bibliography, and the first chapter of the project paper. Prereq: Admission to the Brock Scholars Program. Offered: Fall.

BSBB 420 Senior Research Project II (2)

Seminar designed to assist students with the creation of their Brock Scholars senior projects. The seminar provides an overview of research methods, including basic methods of data gathering and data analysis, and summarizing research findings. By the end of the seminar each student will have produced a completed senior research project. Prereqs: Admission to the Brock Scholars Program and BSBB 410. Offered: Spring.

BSBB 430 Brock Scholars Seminar (3)

Explores the fundamental principles and best practices for managing organizational ethics, compliance, and social responsibility in today's business environment. Topics and assignments cover both domestic and international business issues, emphasizing the challenges of making decisions in a climate of increasing demands for transparency and accountability. Through focused readings, simulated organizational scenarios, meetings with executives, and class discussions, students will develop competencies in managing employee and corporate conduct. Prereqs: Admission to the Brock Scholars Program and junior/senior status. Offered: Fall, on rotation.

Undergraduate Courses

ACCOUNTING

ACCT 211 Accounting Concepts I (3)

Introduction to the preparation and use of financial statements for business entities, focusing on the uses and limitations of accounting information for external reporting, and emphasizing accounting as a provider of financial information. Prereq: BUSA 260 and a college-level math course. (Prereq of BUSA 260 not required for business minors.) Offered: Fall, Spring, and Summer I.

ACCT 212 Accounting Concepts II (3)

Examination of accounting as an information provider with emphasis on the use of information for managerial decision-making. Includes an introduction to cost behavior, budgeting, responsibility accounting cost control, and product costing. Prereq: ACCT 211. Offered: Fall, Spring, and Summer 2

ACCT 310 Income Tax I (3)

Study of concepts of taxation applied in a client-oriented setting with a planning emphasis. Includes income, exclusions, deductions, credits, tax research, and policy. Prereq: ACCT 212. Offered: Spring.

ACCT 311 Financial Accounting and Reporting I (3)

Study of financial accounting and reporting practices. Particular emphasis on theoretical foundations, concepts, and principles underlying financial statements with emphasis on assets and current liabilities. Prereq: ACCT 212. Offered: Fall.

ACCT 312 Financial Accounting and Reporting II (3)

Study of concepts and principles underlying financial statements with emphasis on long-term liabilities and stockholders' equity. Prereq: ACCT 311. Offered: Spring.

ACCT 313 Cost Accounting (3)

Study of the concepts, analyses, and techniques needed to effectively use accounting data for management planning and control decisions. Topics include product costing, cost-volume-profit analysis, budgeting, cost estimation, responsibility accounting, differential analysis, and cost allocation. Prereq: ACCT 212. Offered: Spring.

ACCT 384 Financial Management of Non-Profit Entities (3)

Introduction to the financial statement model for non-profit entities with an emphasis on how the information in non-profit financial statements should be used to manage non-profit enterprises. Topical coverage includes planning and budgeting, analyzing results, techniques for financial decision making, and using financial information in motivating and rewarding performance. Prereq: ACCT 212. Offered: Fall, on rotation.

ACCT 410 Income Tax II (3)

Study of tax aspects of operating a corporation, partnership, estate, trust, or limited-liability entity. Client service-oriented course that includes review of exempt organizations, international organizations, international and multi-state topics, and development of tax planning and communication skills. Prereq: ACCT 310. Offered: Fall.

ACCT 415 Governmental and Not-for-Profit Accounting (3)

Introduction to governmental and non-profit accounting and auditing, including accounting methods used at hospitals, universities, and other not-for-profit entities. Prereq: ACCT 212. Offered: Spring.

ACCT 420 Auditing I (3)

Introduction to the independent-auditing process. Includes review of accepted and commonly used auditing standards and procedures, with emphasis on the professional, ethical, and legal obligations of auditors. Prereq or co-req: ACCT 470. Prereq: ACCT 312. Offered: Fall.

ACCT 470 Accounting Information Systems (3)

Study of how accounting information is recorded, summarized, and reported in both manual and computerized systems. Emphasis on internal control features necessary to produce accurate and reliable accounting data. Includes description of methods used to develop accounting systems and auditor involvement in the process. Prereq: ACCT 212 and BUSA 360. Offered: Fall.

ACCT 496 Accounting Internship (2-3)

Academic credit may be awarded for students who complete accounting internships with local firms or businesses. Students should see the director of the accounting program for eligibility parameters. Grading is pass/fail. Prereq: Permission from the department chair of accounting and management information systems.

BUSINESS ADMINISTRATION

BUSA 100 World of Business (3)

Examination of current issues that businesses face as they operate in a global environment. Includes simulation, readings, business plan development, and teamwork to provide an understanding of major business functions and how they interrelate in actual practice. Designed for first-year students considering a business major. Offered: Fall, Spring, and Summer.

BUSA 130 Quantitative Methods I (3)

Study of calculus, including an appreciation of its usefulness in solving managerial, business, economic, and social science problems. Focus is on the use of calculus, not its development as a mathematical discipline; as such, this course provides an introduction to differential and integral calculus with emphasis on managerial and business applications. Prereq: MATH 150 with a C- or above, or equivalent. Offered: Fall, Spring, and Summer 1.

BUSA 231 Quantitative Methods II (3)

Exploration of applications to managerial decision-making, claim validation, and research through scanning the environment, collecting data, designing and conducting analyses, and presenting and generalizing conclusions. Students engage in active learning to convert data into information through the use of probability, descriptive and inferential statistical procedures, simple modeling, and forecasting. Offered: Fall, Spring, and Summer 2.

BUSA 252 Legal Environment of Business (3)

Study of the fundamental areas of law that impact business and the government's role in the development of those laws. Through cases and lectures, the interrelationship of these two dominant institutions of our society are analyzed. Specific areas addressed include the regulation of employment, the law of contracts, torts, administrative agencies, international law, and Article 2 (sales) of the Uniform Commercial Code. Offered: Fall and Spring.

BUSA 260 Computer Software Competency (1)

Study of computer software applications currently being employed in business analysis such as Excel and Access. This course will involve the development of skills that allow students to properly apply the software being studied in analyzing issues commonly occurring in business settings. Offered: Fall and Spring. (Formerly BUSA 160)

BUSA 308 Web Design for Business Use (3)

Study of activities involved in starting a company that would be based on the World Wide Web. Activities include: 1) assessment of potential business opportunities, 2) development of preliminary business plan, 3) design of technology process, and 4) hands-on implementation of technology procedures. Students design and develop websites utilizing software applications. Class time includes both classroom and computer lab settings. Offered: Jan Term.

BUSA 322 Personal Finance (3)

Managing personal finances has become increasingly complex. Financial institutions are subject to fewer regulations and are offering consumers more options. Homebuyers face an array of alternative mortgages. Car buyers can lease or purchase. Corporations are altering retirement plans. How much and what type of insurance coverage is becoming increasingly complex. Students today are interested in the practical application of concepts and techniques for managing their personal finances. This course addresses the needs of students in making informed decisions that will affect their financial future. Offered: Jan Term and Summer 1. (Formerly ECON 203).

BUSA 332 Quantitative Methods III (3)

Development of analytical thinking and data deduction skills. Includes analysis of variance and experimental design, nonparametric inference, advanced modeling and forecasting, statistical process control, and decision analysis as problem-solving tools with managerial and research applications. Prereq: BUSA 231. Offered: Fall and Spring.

BUSA 360 Information Systems and Technology (3)

Study of the relevance and contribution of information systems to the growth and success of businesses. Focus on technical concepts relating to fundamental hardware, software, and communications concepts associated with the management of computer technologies. Includes ethical considerations encountered in making information system decisions. Prereqs: ACCT 212, BUSA 231, and ECON 201. Offered: Fall and Spring.

BUSA 391 Financial Implications of International Business (3)

Purpose of course is two-fold: 1) In the area of subject matter knowledge, course is designed to supplement and broaden students' knowledge of international financial management practices, both through their own readings and research, and through direct contacts with key financial managers in the United Kingdom. 2) In the area of global awareness, students will acquire a greater understanding of the impact of cultural, political, and regulatory similarities and differences that affect the business environment of firms operating in the United States compared to those operating in Europe generally, and in the United Kingdom in particular. Offered: Jan Term, in London.

BUSA 399 London Study Topics (4)

Special courses designed for and offered at the Daniel House London Study Centre. Topics vary. Offered: Jan Term.

BUSA 454 Business Law (3)

Study of business and law that began in Legal Environment of Business (BUSA 252). Specific areas addressed are agency, partnerships, corporations, real and personal property, bailments, leases, secured transactions, commercial paper, trusts, and descendant's estates. This course is required for the accounting major, the CPA exam, and is a prerequisite for the M.Acc. program. Prereq: BUSA 252. Offered: Fall and Spring.

BUSA 471 Professional Development Seminar (1)

Series of activities and events scheduled throughout the academic year that focuses on building career skills. The seminar's objective is to engage students in a variety of co-curricular events that will enhance professional development. After gaining admission to the Brock School of Business their junior year, students must attend a total of 10 events approved by the Dean's Office to earn one credit hour prior to graduation. Grading is pass/fail. Prereq: Admission to the Brock School of Business. Offered: Fall and Spring.

BUSA 479 Business Independent Study (3)

Individualized academic work for qualified students under faculty direction. Opportunity to study a specialized topic not covered in regularly scheduled courses. Prereqs: Samford GPA of at least 2.25 and permission from the Office of the Dean, School of Business.

BUSA 495 London Business Internship (2)

Individualized, experiential learning program structured through a variety of business organizations. Study is oriented toward cultural exploration, as well as application of business principles to the workplace environment. Grading is pass/fail. Prereq: Permission from Office of Internship, School of Business.

BUSA 496-497 Business Management Internship I and II (3 each crse)

Individualized, experiential learning program structured through a variety of business organizations. Every attempt is made to match the student's objectives with the internship experience. Study is project-oriented, merging theory learned in the classroom with the workplace environment. Exposes the student to the world of business and the career-planning process. Grading is pass/fail. Prereq: Permission from the Office of Internship, School of Business. Offered: Every term.

BUSA 498 and 499 Business Research Project I and II (3 each course)

Experiential study activity for small groups of selected students. Groups, under the supervision of a faculty member, are placed in a professional work environment in a business enterprise for the purpose of accomplishing a specially designed project. Prereq: Permission from Office of the Dean, School of Business.

ECONOMICS**ECON 201 Principles of Macroeconomics (4)**

Study of macroeconomics, providing a theoretical framework from which aggregate economic events such as inflation, unemployment, and economic growth are explained. The framework is used for analysis of current and potential problems of society. This course provides an organizing structure for understanding how the world economy works, providing the student with some ability to predict future economic events. Prereq: MATH 110, 150, 210, or 240. Offered: Fall, Spring, and Summer 1.

ECON 202 Principles of Microeconomics (3)

Study of microeconomics, providing a theoretical framework from which the operations of and interrelationships between individual markets are explained. The market system allows for effective coordination of economic decisions of consumers and business firms. This course provides the organizing structure for understanding the operations of the business firm and the markets that it serves. Prereq: MATH 150. Offered: Fall, Spring, and Summer 2.

ECON 301 Intermediate Macroeconomics (3)

Examination of forces that determine growth, income, and employment in economic systems, with special reference to the United States and other industrialized countries. Understand the causes of unemployment and inflation and the role of government in maintaining stable prices and sustained growth. Prereqs: BUSA 130 and ECON 201. Offered: Spring

ECON 302 Intermediate Microeconomics (3)

Focus on the optimizing behavior of individuals and firms as they interact in markets. Topics will include the consumer theory, the theory of the firm, risk and uncertainty, models of perfect and imperfect competition, asymmetric information, as well as advanced modeling of externalities and public goods. Prereqs: BUSA 130 and ECON 202. Offered: Fall.

ECON 394 International Studies in Economics (3)

Cross-disciplinary introduction to the scope, causes, and consequences of poverty. Examination of the various measures of poverty as well as basic economic theory, explaining differences in income, wealth, and economic growth among regions. Emphasis on understanding poverty issues from a Biblical perspective. Course relies heavily on site visits to observe a wide variety of anti-poverty projects, including faith-based organizations and international nonprofit agencies. International travel required. Co-listed as POLS 394. Offered: Jan Term.

ECON 401 Money and Banking (3)

Examination of determinants of the money supply; overview of the nation's financial system and the activities of non-banking institutions; in-depth discussion of commercial banking; and study of the structure and functions of the Federal Reserve System. Includes monetary theory and the mechanisms connecting the money supply with economic activities, as well as the weaknesses of monetary policy. Discussions cover the relations and effects of the world's banking systems, including the International Monetary Fund. Prereq: ECON 201. Offered: On rotation.

ECON 410 Game Theory (4)

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 also discussed. The course will apply game theoretic concepts to strategic behavior in the social sciences, particularly economics and political science, with applications ranging from cartel behavior to international diplomacy. Co-listed as POLS 410. Prereq: BUSA 130 or POLS 301. Offered: On rotation.

ECON 420 International Economics (3)

Analysis of the theoretical principles underlying international trade, investment, and the international monetary system. Includes effects on domestic and foreign economics of commercial, monetary, and fiscal policies. Prereq: ECON 201. Offered: On rotation.

ECON 425 Econometrics (3)

Introduces students to regression methods for analyzing data in economics and related areas. Emphasizes both the theoretical and practical aspects of statistical analysis and focuses on techniques for estimating econometric models of various kinds and interpreting the estimates from such models. The objective is for the student to learn how to conduct—and how to critique—empirical studies in economics and related fields. Prereq: BUSA 332. Offered: On rotation.

ECON 426 Topics in Economics (3)

Study of topics in economics of current interest. The course provides the opportunity to obtain additional depth of knowledge in areas such as public economics, political economy, and international monetary economics. Topics subject to change; see class schedule for course title. Offered: Fall and Spring, on rotation.

ECON 430 Law and Economics (3)

Introduction to the use of microeconomic concepts as a means to understand law and the American legal system. Emphasis on the economic analysis of the common law—that is, property, contract, tort, and criminal law. Prereq: ECON 201 or 202. Offered: Fall, on rotation.

ECON 435 Public Finance and Public Policy (3)

Study of theoretical and empirical public finance and policy analysis, with special attention to the economic evaluation of current policy questions. Analysis of government involvement in markets, including but not limited to: political economy, major government welfare and redistributive programs, education policy, health policy, environmental policy, tax policy, and the division of powers among federal, state, and local governments. Prereqs: ECON 201, 202. Offered: Spring.

ECON 493 Business Internship: Economics (3)

Individualized, experiential learning program structured through a variety of business organizations. This course is project-oriented, merging theory learned in the classroom with the workplace environment. Includes several seminars, presentations, and counseling at Samford in conjunction with on-site learning taking place at the business organization. Exposes students to the world of economics and the career planning process. Grading is pass/fail. Prereq: ECON 201, 202; permission from Office of Internship, School of Business, and economics faculty. Offered: Fall, Spring, and Summer.

ENTREPRENEURSHIP**ENTR 304 Entrepreneurship and Small Business Concepts (3)**

Study of critical concepts in new ventures and small businesses. Key topics will include management, marketing, and financial issues related to successfully starting a new business or operating a small business. Serves as the foundation course for the entrepreneurship major. Prereqs: Completion of pre-business curriculum. Offered: Spring.

ENTR 407 Topics in Entrepreneurship (3)

Study of specific entrepreneurship topics of current interest, providing additional depth of knowledge in such areas as family business, innovation, new venture creation, venture capital, corporate entrepreneurship, and social entrepreneurship. May be repeated for a maximum of 6 credits. Prereq: ENTR 304. Offered: On rotation.

ENTR 408 Family Business (3)

Study of the unique advantages and challenges of family business management. Examines critical issues such as corporate governance and management succession faced by managers in these firms. Prereq: ENTR 304. Offered: Fall, on rotation. (Formerly ENTR 484)

ENTR 409 Management of Innovation (3)

Examination of the role of innovativeness in managerial processes, product design, and process design. The shrinking global environment is forcing a shift in emphasis from management of stability and control to leadership directed toward speed of product or service delivery, empowerment, flexibility, and continuous improvement. Any existing organization, whether a business, a church, a labor union, or a hospital is faced with the task of promoting and managing organizational innovation. Prereq: MNGT 303. Offered: On rotation.

ENTR 410 Entrepreneurial Finance (3)

Emphasis on the fundamental issues of financing a small business. Topics include debt versus equity financing, venture and angel capital, business valuation, cash flow, and pro-forma financial statement development. Prereq: FINC 321. Offered: Spring.

ENTR 485 Entrepreneurship (3)

Examination of new attitudes, knowledge, and skills about entrepreneurs and their activities. Critical course objective is the development of an entrepreneurial perspective, helping students to understand and evaluate diverse entrepreneurial situations while providing practice responding to those situations. Secondary course objective includes preparation of a first-cut business plan for a new business, such as one the student or a family member or friend hopes to launch. Prereq: ENTR 304. Offered: Fall.

ENTR 486 Social Entrepreneurship and Not-for-Profit Management (3)

Examination of management topics unique to the particular objectives of non-profit firms, including mission setting, governance, assessment, and fundraising. Using case studies and practitioner writings, the course develops an applied framework for analyzing key strategic issues for the nonprofit firm. Students integrate course content by developing a strategic plan for a new or existing nonprofit. Prereqs: FINC 321, MARK 311, and MNGT 303. Offered: Spring.

ENTR 487 Applied Social Entrepreneurship and Non-Profit Management (1-3)

Students partner with local for-profit and non-profit organizations to develop new or to improve existing community outreach initiatives. Alternatively, students may design their own programs that target specific community needs. Grading is pass/fail. May be repeated for a maximum of 3 credits. Offered: Fall and Spring.

ENTR 488 Small Business Consulting (3)

Project-based course in which students apply skills and concepts acquired in the core entrepreneurship courses to real-world small business issues. The course employs lectures, guest speakers, and class discussions involving an in-depth consulting project with a small business. Prereq: ENTR 485. Offered: Spring.

ENTR 494 Business Internship: Entrepreneurship (3)

Individualized, experiential learning program structured through a variety of business organizations. This course is project-oriented, merging theory learned in the classroom with the workplace environment. Includes seminars, presentations, and career counseling in conjunction with on-site learning at the business organization. Exposes students to the world of entrepreneurship and the career planning process. Grading is pass/fail. Prereq: ENTR 304; permission from Office of Internship, School of Business, and entrepreneurship faculty. Offered: Fall, Spring, and Summer.

FINANCE**FINC 321 Financial Management (3)**

Examination of the theory and practice of financial management, with an emphasis on corporate applications. Topics include: financial environment, time value of money, risk-return relationships, multinational financial management, features and valuation of corporate securities, cost of capital, and capital budgeting. Prereqs: ACCT 212, BUSA 231, and ECON 201. Offered: Fall, Spring, and Summer.

FINC 422 Financial Statement Analysis (3)

Emphasis on the fundamental techniques of financial statement analysis. Building upon a review of accounting and investment concepts, course covers the analysis and interpretation of financial accounting information including the balance sheet, income statement, and statement of cash flows. Examination of accounting information used in investment and credit decisions, including valuation and debt ratings. Prereqs: ACCT 211, ACCT 212, and FINC 321. Offered: On rotation.

FINC 423 History of Capitalism (3)

Examination of the cultural, moral, and political effects of capitalism from Biblical times to present day. Readings from economists, philosophers, and historians, across the ideological spectrum, will be discussed. The second portion details three infrastructure elements of capitalism: an effective capital market, a stable economy and currency, and the ability to manage risk effectively. Prereq: FINC 321. Offered: Fall.

FINC 424 Investments (3)

Review of techniques, vehicles, and strategies for implementing investment goals in a portfolio context and in light of risk-return trade-off. Emphasis on gaining a fundamental understanding of the various capital markets as well as investment vehicles, such as stocks, bonds, options, and futures. Designed for students interested in careers in financial advising and investment management. Prereq: FINC 321. Offered: Fall and Spring.

FINC 426 Topics in Finance (3)

Study of specific finance topics of current interest, providing additional depth of knowledge in areas such as financial statement analysis and international financial issues. Topics subject to change; see class schedule for course title. Prereq: FINC 321. Offered: On rotation.

FINC 427 Financial Risk Management (3)

Introduction to financial risk management. Addresses use of derivative contracts including options, futures, and swaps to manage price risk in equities, commodities, and fixed income instruments. Focus on valuation techniques with application to corporate finance and investment management. Prereq: FINC 321. Offered: Spring.

FINC 428 Financial Institutions (3)

Study of the various types of financial institutions—banks, insurance companies, brokerage firms, and mutual funds—and the regulatory and competitive environment in which they exist. Specific areas addressed include: the role of government in financial markets, the changing competitive boundaries of financial services firms, the markets for various financial instruments, and the measurement and management of risk among financial institutions. Prereq: FINC 321. Offered: Fall.

FINC 429 Business Finance II (3)

Case-based course in which students apply skills and concepts acquired in the core finance course (Financial Management) to actual business situations. Prereq: FINC 321. Offered: Spring.

FINC 434 Fixed Income Securities (3)

An introduction to the markets for and valuation of fixed income securities including coupon bonds, floating rate notes, bonds with embedded options, mortgage-backed securities, and the derivatives of these securities. Tools covered include yield curve construction as well as managing interest rate risk and credit risk. Prereq: FINC 321. Offered: Spring, on rotation.

FINC 450 Bulldog Investment Fund (1-3)

Vehicle for participating in The Bulldog Fund, a student-managed investment portfolio. Students analyze existing positions, research new investment ideas, present their proposals, and report results to Samford's Investment Committee. Variable credit. May be repeated once for a maximum of 6 credits. Prereqs: FINC 321. Offered: Fall and Spring.

FINC 492 Business Internship: Finance (3)

Individualized, experiential learning program structured through a variety of business organizations. This course is project-oriented, merging theory learned in the classroom with the workplace environment. Includes seminars, presentations, and career counseling in conjunction with on-site learning at the business organization. Exposes students to the world of finance and the career planning process. Grading is pass/fail. Prereq: FINC 321; permission from Office of Internship, School of Business, and finance faculty. Offered: Fall, Spring, and Summer.

MANAGEMENT**MNGT 303 Principles of Management (3)**

Study of the individual-, group-, and organizational-level phenomena and processes that affect the functioning and outcomes of organizations in which we live and work. Key topics include diversity, perception and attribution, motivation, decision-making, teams and groups, leadership, communication, culture power and negotiation, organizational structure and design, and international dimensions of organizational behavior. Prereqs: Completion of pre-business curriculum. Offered: Fall, Spring, and Summer.

MNGT 305 History of Management Thought (3)

Examination of the historical foundations of management thought, including the individuals who shaped the early development and study of management as a movement, vocation, and field of study. Connects early management thought and thinkers to current day management practices. Offered: Jan Term.

MNGT 310 Business and Local Poverty (3)

Explores the tenets of poverty against the backdrop of experiential learning in Birmingham venues. The course examines the basic myths, beliefs, and facts regarding poverty in a modernistic worldview. Includes discussion through the lens of Christian perspective and social entrepreneurial understanding. Offered: Jan Term.

MNGT 342 Operations Management (3)

Examination of the central core of operations activities in manufacturing, utilities, and consumer service organizations. Focus on topics such as product and process development, capacity planning, inventory control, production scheduling, and quality. Emphasis on integration of strategic long-term and analytical short-term decisions and integration of operation functions within a firm. Includes use of quantitative models, spreadsheet models, and computers to provide framework and support for the development of management decisions. Prereqs: ACCT 212, BUSA 231, and ECON 201. Offered: Fall and Spring.

MNGT 400 Managerial Values (3)

Study of ethical perspectives and values in management decision-making. Through cases, readings, and field experiences, students explore the nature of ethical dilemmas faced by managers in making decisions and in exercising their responsibilities to society, their respective stakeholders, and themselves. Emphasis on students becoming aware of their own value systems, taking accountability for their own professional development, and recognizing their personal and professional responsibilities as managers. Prereqs: MNGT 303 and senior status. Offered: Fall and Spring.

MNGT 401 Organizational Behavior Concepts (3)

Expansion of MNGT 303 (Principles of Management) by focusing on concepts behind individual, group, and organizational action. Emphasis on issues related to key phenomena such as perception and attribution, motivation, communication, and organizational culture. Prereq: MNGT 303 or PSYC 304. Offered: On rotation.

MNGT 404 Human Resource Management (3)

Examination of the contributions made by human resource management (HRM) to organizational effectiveness. Focus on the history, current developments, and future trends in HRM while analyzing how HRM policies and practices can create a competitive advantage. Prereq: MNGT 303. Offered: Fall and Spring.

MNGT 405 Leadership (3)

Examination of leadership and the influencing of others to accomplish something the leader deems important. Leadership theories, applications, and examples are reviewed, but the primary purpose is to experience leadership. As a present or future leader, much of one's effectiveness is measured by the ability to speak and write with clarity and conviction. A true leader learns to communicate well. This course allows the opportunity to practice communicating by leading a portion of a class session and making significant contributions. Prereq: MNGT 303. Offered: Fall and Spring.

MNGT 406 Topics in Management (3)

Study of specific management topics of current interest, providing additional depth of knowledge in such areas as human resource management, operations management, and strategic management. May be repeated for a maximum of 6 credits. Prereq: MNGT 303. Offered: On rotation.

MNGT 408 International Management (3)

Study of current issues facing international businesses, incorporating an understanding of the economic, cultural, and legal structural differences among countries and regions. Includes discussion of the economic and political implications of international trade, foreign investment, and ethical issues faced by companies operating globally. Prereq: ECON 201. Offered: Jan Term and Summer. (Formerly MNGT 484)

MNGT 444 Total Quality Management (TQM) (3)

Study of the pervading philosophy of Total Quality Management (TQM) and its implications for global competition on one scale and for organizational effectiveness on another. Basic tenets of TQM are addressed. General approaches of the quality gurus provide a framework for evaluating the industry-specific designs that are emerging. Includes exploration of the impact on organizational structure and behavior, and the study of specific TQM-related methodologies for continuous improvement and process reengineering. Prereq: MNGT 342. Offered: On rotation.

MNGT 481 Business Strategy (3)

Capstone course for business majors, integrating knowledge acquired from earlier courses and experiential learning. Uses case studies to discuss issues facing top management and to propose action plans. Focus on global, strategic decision-making for large, medium, and small businesses in a variety of industries, with emphasis on the development of analytical, written, and oral communications skills. Should be taken during the last semester before graduation. Prereqs: Senior status and completion of all 300-level business or accounting courses. Offered: Fall and Spring.

MNGT 482 Business Simulation (1)

Laboratory course utilizing an enterprise simulation. Teams play the role of managers and engage in an experience that integrates all of the functional areas of business. Special emphasis given to application of the strategic management process. Prereq: Enrollment in MNGT 481. Offered: Fall and Spring.

MARKETING**MARK 311 Marketing Management (3)**

Study of business activities planned and implemented to facilitate the exchange of goods and services in a contemporary marketing environment. Examines the product, price, promotion, and channel decisions faced by domestic and international business firms. Prereqs: ACCT 212, BUSA 231, and ECON 201. Offered: Fall, Spring, and Summer.

MARK 401 Sports Marketing (3)

Introduction to sports marketing and management with emphasis on activities designed to meet the needs and wants of sports consumers through exchange processes. The course examines sports marketing theory and practice. Prereq: Marketing major or permission of instructor. Offered: Jan Term and Summer.

MARK 402 Retailing (3)

Study of the field of retailing presenting the requirements for successful retail store management, careers in retailing, structures of the retail organization, retail personnel management, buying and pricing of merchandise, customer services, and retail store control. Prereq: MARK 311. Offered: Fall, on rotation.

MARK 414 Marketing Research (3)

Practical, hands-on approach to marketing research. Emphasis on gaining a fundamental understanding of both qualitative and quantitative research, including the application of different research techniques and methods of analysis. Students apply knowledge gained through various exercises, cases, and group-based research projects. Prereq: MARK 311. Offered: Fall.

MARK 415 Marketing Communications (3)

Overview of principles, practices, context, and structure of persuasive marketing communications. Special emphasis on ethics, global, social, environmental, technological, and diversity issues. Extensive written and oral communication is expected of students. Prereq: MARK 311. Offered: Fall.

MARK 416 Consumer Behavior (3)

Examination of concepts, principles, and theories from social sciences to the study of the factors that influence the acquisition, consumption, and disposition of products, services, and ideas. Knowledge of consumer behavior principles is important for a variety of reasons: 1) to develop products that fulfill the needs and wants of consumers, 2) to make good decisions by understanding how consumers are likely to respond to the actions of the firm, and 3) to understand our own buying patterns as consumers. Prereq: MARK 311. Offered: Spring.

MARK 417 Topics in Marketing (3)

Study of specific marketing topics of current interest, providing additional depth of knowledge in such areas as consumer behavior, marketing communication, marketing research, services marketing, retail management, sports marketing, and sales force management. Prereq: MARK 311. Offered: On rotation.

MARK 418 Professional Selling (3)

Examination of one of the most important aspects of an organization's marketing effort: the professional selling process. Students will learn how to be a successful salesperson. Time will be spent on understanding and demonstrating the professional selling process as well as communication skills essential for success today. Ethical issues in today's business and cultural environment and an understanding of the steps to begin a sales career will also be discussed. Prereq: MARK 311. Offered: Fall.

MARK 419 Services Marketing (3)

In-depth exploration of services marketing. Highlights distinctions and identifies unique problems in marketing intangible products and services, and explores strategies and other measures designed to increase effectiveness. Services marketing poses special challenges for managers due to the differences between goods and services, and service organizations require a distinct approach to marketing strategy. Prereq: MARK 311. Offered: Fall.

MARK 420 Sales Leadership (3)

Examines sales leadership from both an institutional and a motivational perspective. Course goal is to examine the elements of operating an effective sales force as the key component to organizational success. Course will focus on ways to achieve organizational goals and have a positive influence on shareholder return. Objectives include relationship management as a key account control, sales force structure, the use of technology to improve sales force effectiveness, and soft skills such as recruiting, developing, retaining, organizing, and motivating talent. Prereq: MARK 311. Offered: Spring.

MARK 421 International Marketing (3)

Global approach to the study of current marketing management issues faced by both goods and service-producing industries. Focus on understanding the myriad of economic, social, and cultural differences among countries today. Course addresses the economic and political implications of international trade, foreign investment, and ethical issues faced by companies operating globally. Prereq: MARK 311. Offered: Spring.

MARK 491 Business Internship: Marketing (3)

Individualized, experiential learning program structured through a variety of business organizations. This course is project-oriented, merging theory learned in the classroom with the workplace environment. Includes seminars, presentations, and career counseling in conjunction with on-site learning at the business organization. Exposes students to the world of marketing and the career planning process. Grading is pass/fail. Prereq: MARK 311; permission from Office of Internship, School of Business, and marketing faculty. Offered: Fall, Spring, and Summer.

Graduate Programs and Requirements

Accreditation

The Brock School of Business is accredited by AACSB International—the Association to Advance Collegiate Schools of Business (www.aacsb.edu)—and by SACSCOC—the Southern Association of Colleges and Schools.

Degrees

Master of Accountancy (M.Acc.)

Accountancy

Master of Business Administration (M.B.A.)

Business Administration

Business Administration with a Concentration in

Accounting

Entrepreneurship

International Business

Marketing

Joint-Degrees

Master of Accountancy/Juris Doctor (M.Acc./J.D.)

Master of Business Administration/Master of Accountancy (M.B.A./M.Acc.)

Master of Business Administration/Master of Divinity (M.B.A./M.Div.)

Master of Business Administration/Juris Doctor (M.B.A./J.D.)

Master of Business Administration/Master of Science in Nursing (M.B.A./M.S.N.)

The master of accountancy (M.Acc.) program prepares graduates to succeed as advisors to organizations in today's dynamic, global business environment. Students will develop technical, interpersonal, critical-thinking, and communication skills to enable them to derive and interpret information used by investors, managers, and governments. The program encourages the creation and dissemination of knowledge that is useful to those in the accounting profession through scholarly and service activities of its faculty. The program works effectively with others to provide a network that brings together Samford students, faculty, and alumni with those in the accounting profession to facilitate career and placement opportunities for students, to assure the continued growth and financial strength of the programs, and to share the skills of Samford accounting faculty with the greater community.

The master of business administration (M.B.A.) is an evening program designed to serve working professionals. The M.B.A. program provides a comprehensive education for expanded managerial roles in a variety of organizations. Students will develop or strengthen quantitative, teamwork, leadership, problem-solving, and communication skills. International and ethical issues are emphasized. The program serves practicing professionals who pursue graduate education while working full-time, have significant work experience, value learning from their peers, and have diverse educational and developmental goals. The program uses varied instructional formats, emphasizing case and active-learning strategies, vigorous class discussion and interaction, while maintaining convenient, flexible program admissions and procedures.

Students who have a 3.00 or better GPA in the M.B.A. program may add an optional concentration in either accounting, entrepreneurship, international business, or marketing by taking one additional course beyond the two required for an M.B.A. A concentration is not required for graduation, but it provides the opportunity to study interdisciplinary business issues in greater depth.

Joint-degree programs allow students to simultaneously pursue degrees in two areas of interest with fewer credit requirements than would be needed to earn the degrees separately. Graduate joint-degree programs currently offered within the Brock School of Business are: M.Acc./J.D., M.B.A./M.Acc., and M.B.A./J.D. Additional joint degree programs, M.B.A./M.Div. and M.B.A./M.S.N., are currently under review. Contact the Brock School of Business for more information.

Class Schedules

The Brock School of Business offers students an evening program that consists of two 15-week semesters (fall and spring) and two five-week summer terms per year. Evening classes for each course meet from 5:30 p.m. until 7:30 p.m. or 7:45 p.m. until 9:45 p.m. in the fall and spring semesters and from 5:30 p.m. until 8:30 p.m., two nights a week, in the summer term.

International Study

Graduate students in the Brock School of Business have an opportunity to study abroad each year. Students participate in a short-stay research sojourn, completing their research after the visit. Study locations are determined annually.

Graduate Admission Criteria and Enrollment Requirements

The Brock School of Business' Office of Academic Programs welcomes applications from professionals with solid academic abilities, demonstrated managerial potential, and a bachelor's degree.

Managerial potential is evaluated on the basis of the applicant's work experience and work history, recommendations, and professional recognition. Extracurricular, community, church activities, involvement in continuing education, and indications of strong character are also considered in the admissions process.

Academic ability is evaluated on the basis of the undergraduate and graduate academic records, scores on the Graduate Management Admission Test (GMAT), recommendations, and academic recognition. Applicants must have earned a bachelor's degree from a regionally accredited institution prior to being accepted for admission.

Graduate Student Applicant Procedures

For more information and the appropriate forms, please visit business.samford.edu/mba.

Graduate Courses

ACCOUNTING

ACCT 510 Income Tax II (3)

Study of tax aspects of operating a corporation, partnership, estate, trust, or limited-liability entity. Includes review of exempt organizations, international and multi-state tax topics, client service oriented settings, and development of tax planning and communication skills. Prereq: Admission to the M.Acc. program.

ACCT 511 Financial Accounting for Managers (3)

Review of financial accounting concepts from a user's perspective, including how financial statements are prepared; the ability to interpret the information provided in financial statements; the ability to conduct a preliminary financial analysis of a firm. Prereq: None.

ACCT 514 Tax Research (3)

Review and development of skills needed to conduct professional tax research—fact gathering, issue identification, finding and assessing controlling tax authorities, developing and communicating recommendations in spoken and written form. Students use traditional and electronic materials; approach is case-oriented. Prereq: Admission to the M.Acc. program.

ACCT 515 Governmental and Not-for-Profit Accounting (3)

Introduction to governmental and nonprofit accounting and auditing, including accounting methods used at hospitals, universities, and other not-for-profit entities. Prereq: Admission to the M.Acc. program.

ACCT 519 Accounting for Decision-Making (3)

Survey of major issues involved in financial reporting and accounting for management decisions. Alternative accounting methods are identified, with emphasis on the managerial implications of choices among these methods. Prereq: ACCT 511.

ACCT 520 Auditing II (3)

Advanced look at the professional external auditing process, including an in-depth study of auditing standards and processes completed by each student. Prereq: Admission to the M.Acc. program.

ACCT 521 Fraud Examination (3)

Introduction to fraud examination. Course will focus on developing an understanding of how and why occupational fraud is committed; identifying how fraudulent conduct may be deterred; and determining how allegations of fraud should be investigated and resolved. Prereq: Admission to the M.Acc. program.

ACCT 525 Applied Professional Research (3)

Instruction in professional research methods, materials, and techniques to provide students with a working knowledge of research methodology utilized by practicing accountants in the fields of audit, financial, and taxation. Aims to develop the student's capacity for solving and defending his/her position with respect to particular accounting issues. Prereq: Admission to the M.Acc. program.

ACCT 540 Financial Accounting and Reporting III (3)

Focus on accounting for business combinations and consolidations. Includes standard setting, accounting for partnerships, and annual and interim reporting for public entities. Prereq: Admission to the M.Acc. program.

Master of Accountancy

The M.Acc. degree requires a minimum of 30 credits of approved graduate coursework, including at least 24 graduate accounting credits and six graduate business credits. At least 18 graduate accounting credits must be earned at Samford University. Students must have a cumulative Samford graduate GPA of 3.00 or better in order to graduate.

Upon completion of the program, students will meet the State of Alabama's education requirements to sit for the Certified Public Accountant (CPA) exam. The following undergraduate courses, or their equivalents, must be completed prior to graduation and in most cases, prior to beginning graduate work: ACCT 211, 212, 310, 311, 312, 410, 420, 470; BUSA 252, and BUSA 454. See the undergraduate business course listings for more information.

Careers in Accounting

Success in the accounting profession, be it working for one's own firm, a corporate accounting department, a public accounting firm, or a nonprofit or government agency, typically includes successfully passing the CPA Exam. Accounting programs at Samford prepare students for a career in this dynamic profession and for successful completion of the CPA exam.

In nearly all states, one can take the CPA exam only after completing a 150-hour program of study. A combination of the B.S.B.A. accounting major and the M.Acc. degree fulfills this requirement. Taking the M.Acc. courses upon completion of the undergraduate degree gets students into the workforce in only one more year.

Master of Accountancy

Master of Accountancy Required Courses		Course Credits	Total Required Credits
Accounting:			24
Accounting Core			6-15
ACCT 510	Income Tax II*	3	
ACCT 515	Governmental/Not-for-Profit Accounting*	3	
ACCT 520	Auditing II	3	
ACCT 525	Applied Professional Research	3	
ACCT 540	Financial Accounting & Reporting III*	3	
Accounting Electives (select three or more)			9-18
ACCT 514	Tax Research	3	
ACCT 521	Fraud Examination	3	
ACCT 550	Managerial Accounting Seminar	3	
ACCT 555	Internship	3	
ACCT 560	Accounting Theory	3	
ACCT 594	Topics in Accounting	3	
Business:			6
Business Electives** (select two)			6
BUSA 533	MIS and Communications Technology	3	
BUSA 551	Operations Management	3	
BUSA 552	Managing Corporate Integrity	3	
ECON 520	The Economics of Competitive Strategy	3	
FINC 521	Managerial Finance	3	
MNGT 535	Human Resources & Org Management	3	
MARK 541	Marketing Strategy	3	
MBA Elective(s) (see table at right)		3-6	
Total Required Credits			30

* Course may be waived with appropriate undergraduate credit. Waived courses do not count towards the required 24 graduate accounting credits nor the 30 credits required overall. If waived, an additional 500-level ACCT course must be completed to reach 24 graduate accounting hours.

** Must meet prerequisites of courses selected.

Master of Business Administration

The curriculum requirement for the M.B.A. ranges from 36-45 credits, depending on previous academic experiences. Identified courses may be omitted based on the exemption policies. A copy of the exemption policies may be obtained from the Office of Academic Programs. Students will be given a curriculum check sheet at the time of admission identifying individual academic requirements. Students must have a cumulative Samford graduate GPA of 3.00 or better in order to graduate.

Master of Business Administration Required Courses		Course Credits	Total Required Credits
MBA Program Core			30-39
ACCT 511	Financial Accounting for Managers*	3	
ACCT 519	Accounting for Decision Making	3	
BUSA 505	Managerial Communications & Analysis**	3	
BUSA 533	MIS and Communications Technology	3	
BUSA 551	Operations Management	3	
BUSA 552	Managing Corporate Integrity	3	
ECON 512	Foundations of Economics*	3	
ECON 520	Economics of Competitive Strategy	3	
FINC 514	Corporate Finance*	3	
FINC 521	Managerial Finance	3	
MNGT 535	Human Resources & Organization Mgt	3	
MNGT 561	Strategic Management***	3	
MARK 541	Marketing Strategy	3	
MBA Electives (select two courses from the table below)			6
Total Required Credits			36-45

* Students are not required to take these courses if they hold a regionally accredited undergraduate degree that included accounting, economics, and finance courses. Students without the equivalent business courses may attempt to test out of these courses. Please contact the director of academic programs for further details.

** To be taken during the first semester in the MBA program.

*** To be taken in the last semester in the MBA program.

M.B.A. Electives

Electives are designed to be advanced study in a topic area and should be chosen to reflect the academic interest of the student. Specific prerequisites will appear on the schedule. The following courses are examples of the topics that could be offered during the academic year.

Course Number/Name	Credit Hrs	
ACCT 594	Topics in Accounting	3
BUSA 534	Planning & Design for Web-Based Business	3
BUSA 590	Topics in International Business/Field Study	3
BUSA 594	Topics in Finance	3
BUSA 595	Topics in Information Systems	3
BUSA 597	Topics in Business Planning & Entrepreneurship	3
BUSA 599	Topics in Business Law Regulation	3
ECON 522	International Economics	3
ECON 593	Topics in Economics	3
ENTR 531	Entrepreneurship: Concepts & Consulting	3
ENTR 543	Corporate Entrepreneurship & Innovation	3
ENTR 544	Social Entrepreneurship & Non-Profit Management	3
ENTR 555	New Venture Business Planning	3
FINC 523	Behavioral Finance	3
FINC 525	Bulldog Investment Fund	3
FINC 530	Personal Financial Planning	3
MNGT 532	International Management	3
MNGT 591	Topics in Organizational Behavior	3
MNGT 596	Topics in Human Resources	3
MNGT 598	Topics in Organizational Leadership	3
MARK 542	International Marketing	3
MARK 592	Topics in Marketing	3

M.B.A. with a Concentration in Accounting

Master of Business Administration with Accounting Concentration Required Courses	Course Credits	Total Required Credits
MBA Program Core		30-39
Accounting Concentration		9
(select three from the following)		
ACCT 510 Income Tax II	3	
ACCT 521 Fraud Examination	3	
ACCT 525 Applied Professional Research	3	
ACCT 540 Financial Accounting & Reporting III	3	
ACCT 570 Financial Statement Analysis	3	
Total Required Credits		39-48

M.B.A. with a Concentration in Entrepreneurship

Master of Business Administration with Entrepreneurship Concentration Required Courses	Course Credits	Total Required Credits
MBA Program Core		30-39
Entrepreneurship Concentration		9
Entrepreneurship Core		6
ENTR 531 Entrepreneurship: Concepts & Consulting	3	
ENTR 555 New Venture Business Planning	3	
Entrepreneurship Electives† (select one from the following)		3
BUSA 534 Planning & Design for Web-Based Business	3	
BUSA 597 Topics in Bus Planning & Entrepreneurship	3	
ENTR 543 Corporate Entrepreneurship & Innovation	3	
ENTR 544 Social Entrepreneurship & Non-Profit Mgt	3	
Total Required Credits		39-48

† Other electives are possible if approved by the director of academic programs. For example, Topics courses in several functional areas (e.g., marketing, finance, or information systems) could serve as viable electives, if approved.

M.B.A. with a Concentration in International Business

Master of Business Administration with International Business Concentration Required Courses	Course Credits	Total Required Credits
MBA Program Core		30-39
International Business Concentration †		9
(select three from the following)		
BUSA 590 Topics in International Business/Field Study	3	
ECON 522 International Economics	3	
MNGT 532 International Management	3	
MARK 542 International Marketing	3	
Total Required Credits		39-48

† Other electives are possible if approved by the director of academic programs. For example, Topics courses in several functional areas (e.g., marketing, finance, or information systems) could serve as viable electives, if approved.

M.B.A. with a Concentration in Marketing

Master of Business Administration with Marketing Concentration Required Courses	Course Credits	Total Required Credits
MBA Program Core		30-39
Marketing Concentration		9
(select three from the following) †		
BUSA 534 Planning & Design for Web-Based Business	3	
ENTR 544 Social Entrepreneurship & Non-Profit Mgt	3	
ENTR 555 New Venture Business Planning	3	
MARK 542 International Marketing	3	
MARK 592 Topics in Marketing ††	3	
Total Required Credits		39-48

† At least two electives must have a MARK prefix to satisfy the requirements for this concentration.

†† Topics in Marketing may be taken twice if the topics differ and if approved by the director of academic programs.

ACCT 550 Managerial Accounting Seminar (3)

In-depth discussion of major issues in providing accounting information for management decisions. The course relies heavily on case analysis, and develops in students the knowledge and analytical skills necessary for designing, implementing, and using planning and control systems. Topics include cost accumulation, budgeting, transfer pricing, activity-based costing, and behavioral considerations in accounting system design. Open to both M.B.A. and M.Acc. students. Prereq: ACCT 519 or admission to the M.Acc. program.

ACCT 555 Accounting Internship (3)

Academic credit may be awarded for students who complete accounting internships with local firms or businesses. Students should see the director of the accounting program for eligibility parameters. Prereq: Permission from the accounting area coordinator and admission to the M.Acc. program.

ACCT 560 Accounting Theory (3)

Study of advanced accounting theory in seminar format. Includes development of financial accounting principles and standards and extensive use of research and discussion. Prereq: Admission to the M.Acc. program.

ACCT 570 Financial Statement Analysis (3)

Analysis of corporate financial reports from a decision-maker's perspective. This course is case-and-applications-oriented and will emphasize the fundamental techniques of financial statement analysis. Building upon a review of accounting and investment concepts, we will cover the analysis (including ratio analysis) and interpretation of financial accounting information including the balance sheet, income statement and statement of cash flows. Additionally, we will examine the use of accounting information in investment and credit decisions, including valuation and debt ratings. Prereqs: ACCT 519 and FINC 521, or by permission of instructor. Offered: Summer.

ACCT 599 Contemporary Issues in Accountancy (1)

Discussion of current issues confronting the accounting profession. Includes presentations by practicing professional accountants and managers. Prereq: Admission to the M.Acc. program.

BUSINESS

BUSA 505 Managerial Communications and Analysis (3)

Provides first semester MBA students with foundational skills in the areas of communication, case analysis, management, marketing, and data analysis necessary for student success in the Brock School of Business MBA program.

BUSA 533 Management Information Systems (MIS) and Communications Technology (3)

Study of the design, development, and implementation of management information systems (IS). Includes issues related to managing the IS function and current developments in information technology that are impacting managerial decisions.

BUSA 534 Planning and Design for Web-Based Business (3)

Includes steps for planning and implementing an e-commerce site. Students will learn how to create a custom business model; select hardware, software, and a hosting service to meet business needs; choose appropriate type of site by researching alternatives; choose correct vendors to match needs; and build an impressive website.

BUSA 551 Operations Management (3)

Examines the planning, design, execution, and coordination of all activities that create goods or provide services. Addresses how upper level management can improve decision-making in both manufacturing and service sectors.

BUSA 552 Managing Corporate Integrity (3)

Explores fundamental principles and best practices for managing corporate ethics, compliance, and social responsibility in today's business environment. Topics and assignments cover both domestic and international business issues, emphasizing the challenges of making decisions in a climate of increasing demands for transparency and accountability. Through focused readings, simulated corporate scenarios, meetings with corporate executives, and class discussions, students will develop competencies in managing employee and corporate conduct.

ECONOMICS

ECON 512 Foundations of Economics (3)

Survey of the theorems, tools, and techniques of basic economic analysis. Provides an integrated framework of micro and macroeconomics, preparing the student for more advanced study in ECON 520. Prereq: None.

ECON 520 The Economics of Competitive Strategy (3)

Study of the methods used in making economic decisions in an uncertain world. Topics such as forecasting economic activity and decision making using game theory, are discussed. In addition, the course examines the effects of the global economic environment on business decisions. Prereq: ECON 512.

ECON 522 International Economics (3)

Graduate-level analysis of the theoretical principles underlying international trade, investment, and the international monetary system. Includes effects on domestic and foreign economics of commercial, monetary, and fiscal policies. Prereq: ECON 512.

ENTREPRENEURSHIP

ENTR 531 Entrepreneurship: Concepts and Consulting (3)

Study of critical concepts in new ventures and small businesses. Key topics will include management, marketing, and financial issues related to successfully starting a new business or operating a small or family business. Prereq: ACCT 511

ENTR 543 Corporate Entrepreneurship and Innovation (3)

Graduate-level examination of the role of innovativeness in managerial processes, product design, and process design. The shrinking global environment is forcing a shift in emphasis from management of stability and control to leadership directed toward speed of product or service delivery, empowerment, flexibility, and continuous improvement. Any existing organization, whether a business, a church, a labor union, or a hospital is faced with the task of promoting and managing organizational innovation.

ENTR 544 Social Entrepreneurship and Non-Profit Management (3)

Graduate-level examination of management topics unique to the particular objectives of nonprofit firms, including mission setting, governance, assessment, and fundraising. Using case studies and practitioner writings, the course develops an applied framework for analyzing key strategic issues for the nonprofit firm. Students integrate course content by developing a strategic plan for a new or existing nonprofit.

ENTR 555 New Venture Business Planning (3)

Examination of entrepreneurs and their activities. Critical course objective is the development of an entrepreneurial perspective, helping students to understand and evaluate diverse entrepreneurial situations while providing practice responding to those situations. Secondary course objective includes preparation of a first-cut business plan for a new business. Prereqs: ACCT 511, FINC 514, and MARK 515.

FINANCE

FINC 514 Corporate Finance (3)

Study of concepts and skills used in financial decision-making and analysis. Includes valuing assets, determining the cost of capital, calculating the most appropriate leverage and capital structure, understanding the dynamics of international finance, analyzing working capital needs, and forecasting funds flow. Prereqs: ACCT 511 and ECON 512.

FINC 521 Managerial Finance (3)

Study of the strategies and tactics of acquiring and applying financial assets, measuring results, and matching requirements with funding sources. Includes coverage of international financial issues. Prereq: FINC 514.

FINC 523 Behavioral Finance (3)

Study of the various behavioral barriers to appropriate financial decisions and actions, how these behavioral patterns often conflict with the underlying assumptions of classical finance theory, and how these contradictions can be dealt with most appropriately. Prereq: FINC 514 or permission of the instructor.

FINC 525 Bulldog Investment Fund (3)

Students are selected to participate in The Bulldog Fund, a student-managed investment portfolio. They analyze existing positions, research new investment ideas, present their proposals, and report results to Samford's Investment Committee. Prereq: Permission of the instructor.

FINC 530 Personal Financial Planning (3)

Provides students with a broad-based knowledge of the key elements of financial planning. Key topics include: budgeting, credit issues, taxation, investments, insurance, retirement planning, and estate planning. Course goals include both an understanding of current practice and the development of analytical abilities that should prove useful as options change due to new products, new technologies, and changes in the law. Prereq: FINC 514 or permission of the instructor.

MANAGEMENT

MNGT 532 International Management (3)

Graduate-level case-based course highlighting management issues encountered by companies when they conduct business overseas.

MNGT 535 Human Resources and Organization Management (3)

Examines the strategic, planning, and organizational issues associated with managing people in different and complex organizations. Upon completion, students will be able to understand the challenges of managing the staffing process within businesses.

MNGT 561 Strategic Management (3)

Study of strategic management and policy-making processes that provide direction, unity, and consistency to overall organizational action. Integrates learning experiences from required courses in the curriculum by concentrating on decisions made at the senior management level. To be taken in final semester prior to graduation.

MARKETING

MARK 541 Marketing Strategy (3)

Review of the planning and execution of marketing strategies designed to facilitate the exchange of goods and services in a global environment in seminar format. Through case study, lecture, and team-based projects, students examine marketing management issues that arise due to cultural, economic, political, legal, financial, and technological differences among nations.

MARK 542 International Marketing (3)

Provides a global approach to the study of current marketing management issues faced by both goods and service-producing industries. The course focuses on understanding myriad economic, social, and cultural differences among countries today. It addresses the economic and political implications of international trade, foreign investment, and ethical issues faced by companies operating globally.

ADDITIONAL M.B.A. ELECTIVES

Electives designed for advanced study in a topic area. Specific prerequisites will appear on the schedule.

ACCT 594 Topics in Accounting (3)

BUSA 590 Topics in International Business/Field Study (3)

BUSA 594 Topics in Finance (3)

BUSA 595 Topics in Information Systems (3)

BUSA 597 Topics in Business Planning and Entrepreneurship (3)

BUSA 599 Topics in Business Law Regulation (3)

ECON 593 Topics in Economics (3)

MNGT 591 Topics in Organizational Behavior (3)

MNGT 596 Topics in Human Resources (3)

MNGT 598 Topics in Organizational Leadership (3)

MARK 592 Topics in Marketing (3)