

Sam M. Walton College of Business

Dean of the College

301 WCOB
575-5949

Undergraduate Programs Office

328 WCOB
575-4622

Graduate School of Business

475 WCOB
575-2851

Dean

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Louisiana State University

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MISSION STATEMENT

Our mission is to provide an environment of educational excellence in the business disciplines that stimulates learning and innovation consistent with our land-grant heritage.

In our educational, scholarly, and service endeavors, we will value the following:

- Ethics and Professionalism – We believe that organizational practices must be built on an ethical foundation and high standards of professional behavior.
- Excellence – We strive for excellence in all that we do.
- Entrepreneurial Spirit – We value creativity, innovation, and entrepreneurial spirit.
- Collegiality and Community – We believe in working together in a collegial fashion, and we examine situations and ideas from multifaceted and diverse perspectives.

VISION STATEMENT

The Sam M. Walton College of Business is a nationally competitive college of business that balances student learning experiences with research that serves Arkansas and the world. We connect people with organizations and scholarship with practice.

ORGANIZATION AND FACILITIES

The Walton College offers degree programs for undergraduate students and for graduate students at both the master's and doctoral levels. The college has been a member of and accredited by AACSB International - The Association to Advance Collegiate Schools of Business since 1931. The accounting program was accredited separately in 1986 at both the bachelor's and master's level. The master's degree in the business administration program was approved in 1963. Accreditation by and membership in that organization signifies commitment by the college to the goals of promoting and actualizing the highest standards of business education.

Walton College is located in two modern buildings designed to be a functional home for the on-campus programs. These attractive facilities house fully equipped classrooms for business classes, eight state-of-the-art computer laboratories for both class and individual use, faculty and administrative offices, an honors program study area with computer access, a Career Development Center, and a large study room equipped for individual as well as group studying.

The library of the college is part of the general University Libraries and is housed in Mullins Library. The business and economics collection comprises approximately 55,000 volumes and makes this library one of the best in the region.

Walton College also operates centers for research, outreach, and

public service. Information about these centers may be found in the University Centers and Research Units section of this catalog. Walton College centers include the following:

- Arkansas Household Research Panel
- Bessie Moore Center for Economic Education
- Center for Business and Economic Research
- Center for Management and Executive Development
- Center for Retailing Excellence
- Information Technology Research Center
- Supply Chain Management Research Center
- Small Business Development Center

UNDERGRADUATE DEGREE PROGRAMS

Undergraduate students may pursue curricula leading to one of the following degrees: Bachelor of Science in Business Administration (B.S.B.A.), Bachelor of Science in International Business (B.S.I.B.). In each of these degree programs, the pre-business requirements must be completed before students may enroll in upper division business courses. Students in Walton College may pursue an academic minor in the J. William Fulbright College of Arts and Sciences. Walton College also offers a business minor for non-business students. Degree programs and minors are outlined on subsequent pages.

ADMISSION TO THE SAM M. WALTON COLLEGE OF BUSINESS

All students admitted to the University of Arkansas, Fayetteville, are eligible for admission to the Sam M. Walton College of Business. Students will be required to follow the degree program requirements set forth in the catalog corresponding to the student's first semester in Walton College, not the first semester of enrollment at the University of Arkansas.

COLLEGE SCHOLARSHIPS

High school graduates who expect to enroll in Walton College are encouraged to make application for scholarships made available to freshmen by individuals, business firms, and organizations. Also available to freshmen, regardless of degree program, are freshmen academic scholarships. Current Walton College students may apply for both college and departmental scholarships beginning in January of each year for the following academic year. Information on these financial awards may be secured from the University Scholarship Office and the Walton College Undergraduate Programs Office.

HONORS PROGRAM

Walton College honors program consists of two components: the four-year Walton Scholars Program and the Departmental Scholars Program. Students participating in the honors program will be eligible to graduate Cum Laude, Magna Cum Laude, and Summa Cum Laude. Students who do not participate in the honors program are eligible to graduate with distinction, a classification separate from the Cum Laude awards. Honors program students will receive priority for participation in the Arkansas Cooperative Education Program, SAKE, the portfolio management class, and financial support for study-abroad programs. They also have access to an honors study area.

Eligibility in the Honors Program

Admission will be offered to incoming freshmen with an ACT of 28 or higher and a high school GPA of 3.75. Students are required to maintain a cumulative GPA of 3.50 to remain in the program.

Requirements for Walton Scholars Program:

1. Complete 17 of 35 University Core hours in honors courses. Completing honors sections of courses in the Fulbright College will fulfill this requirement. MATH 2554 and MATH 2564 also count toward this requirement.
2. Demonstrate proficiency in a foreign language. This requires 0 to 12 hours of course work. Students may demonstrate proficiency by completing the 2013-level course in any foreign language.
3. Complete eight to nine credit hours of honors courses in Walton College to include the following:
 - a. One three-hour college colloquium in a student's major. This is an interdisciplinary course with topics appealing to a wide range of majors. The subject matter changes annually and is targeted to juniors.
 - b. One three-hour departmental colloquium. Each department will offer one departmental colloquium each year. It is designed for seniors.
 - c. A two- to three-hour thesis. The thesis is a major independent writing project and arises from an international study experience, an internship, or working with a professor on research.
4. Complete an alternate honors capstone course WCOB 3016H, Business Strategy and Planning. This is a course emphasizing joint projects with a Walton College corporate partner.

Requirements for the Departmental Scholars program:

1. Complete six hours of honors courses in the University Core or demonstrate proficiency in a foreign language (as described above).
2. Complete eight to nine hours of honors courses in Walton College to include
 - a. One three-hour college colloquium
 - b. One three-hour departmental colloquium
 - c. A two- to three-hour thesis

STUDENT ORGANIZATIONS IN WALTON COLLEGE

In addition to the general University student organizations, Walton College Student Ambassadors, Study Abroad Ambassadors, and a Business Dean's Student Advisory Board, there are several college societies open to Walton College students. These include the following:

- Alpha Kappa Psi (business professional)
- American Marketing Association
- Assoc. of Info. Technology Professionals
- Beta Alpha Psi (accounting honorary and professional)
- Beta Gamma Sigma (business honorary)
- Economics Club
- Finance Club
- National Assoc. of Black Accountants
- Omicron Delta Epsilon (economics honorary)
- Human Resource Management Association
- Transportation and Logistics Association

ACADEMIC REGULATIONS OF WALTON COLLEGE

Pre-Business Requirements

Students pursuing a degree in Walton College are classified as pre-business with an intended major until all pre-business requirements are fulfilled. The following policies apply to the pre-business program:

To be eligible to enroll in upper-division business courses in Walton College, a student must complete the Walton College computer competency requirement (WCOB 1120) and obtain at least a 2.25 (on a 4.00 scale) overall grade-point average (GPA) in addition to completing the

42 credit hours listed below of pre-business core courses (or their equivalents), also with at least a 2.25 GPA. Further, a student may not have more than three hours of the grade "D" in the courses offered to meet this requirement or the requirement for graduation. The pre-business core courses are as follows:

COMM 1313	ENGL 1023	WCOB 1023
MATH 2053	MATH 2043	WCOB 1033
ECON 2013	WCOB 2023	WCOB 2013
ECON 2023	WCOB 1111	WCOB 2033
ENGL 1013	WCOB 1012	WCOB 2043

Students' records will be evaluated each semester to determine whether a student should be moved to a major, have pre-business classification removed, and assigned an adviser in their major department. After receiving notification that a student has been admitted into his or her major, the student is expected to arrange for a degree check by the Undergraduate Programs Office to ascertain remaining degree requirements.

Registration in Junior/Senior-Level Walton College Courses

Walton College students must complete the pre-business requirement prior to enrollment in junior- or senior-level courses in Walton College.

Non-degree seeking students and students enrolled in other colleges are subject to the same course prerequisites as students within Walton College. Specific exceptions to this policy must be addressed to the associate dean for academic affairs in Walton College.

Restrictions on General Education Electives: Only six hours total of general education electives will be allowed in Physical Education Activity (PEAC) or Dance Education Activity (DEAC) courses.

Transfer of Credit Policies

In addition to the University policies controlling the granting of credit for course work taken at other institutions, the following policies apply to transfer work applied to any undergraduate business program:

1. Transfer students considering admission to pursue a major in Walton College must have completed the pre-business courses and requirements listed above and have a 2.25 (on a 4.00 scale) cumulative grade-point average in the pre-business courses and in his or her overall grade-point average. Transfer students will be classified as pre-business students until pre-business core requirements have been completed.
2. A pre-business and overall grade point average for courses accepted for transfer by the University of Arkansas will be calculated and used to evaluate the completion of the pre-business requirements by students transferring courses from other institutions.
3. Transfer courses accepted by the University will not be accepted by Walton College for degree purposes unless a grade of "C" or better has been earned in each of these courses.
4. Degree credit will not be granted to Walton College students for any pre-business course taken at another institution while a student is concurrently enrolled during the same semester at the University of Arkansas.
5. A transferred course cannot carry more degree hours than are available in a similar University of Arkansas course. For example, a four-hour principles of accounting course transfers as three degree hours.
6. Business courses completed at the freshman or sophomore level at another institution will not count as equivalents of junior- or senior-level courses offered in Walton College (University of Arkansas), and no transfer credit shall be granted for any such course(s) in Walton College.
7. At least 50 percent of program requirements in business and economics must be taken in residence.

8. All courses within a student's major and business strategy and planning (WCOB 3016) must be taken in residence at the University of Arkansas, Fayetteville.
9. Junior- or senior-level core courses in business and economics may be transferred from a school accredited by AACSB International.
10. Junior- or senior-level core courses taken at a non-AACSB International-accredited, four-year institution must either be repeated or validated by procedures specified and approved by the managing director of undergraduate programs.
11. Junior- or senior-level electives in business and economics taken at a non-AACSB International-accredited, four-year institution may be accepted in transfer as junior/senior business electives.
12. If a student takes courses with different names but with similar content at different institutions or in different colleges within the University of Arkansas, degree credit will be allowed for only one of the courses, for example, principles of economics and agricultural economics.
13. Courses taken at any higher education institution where the course content is remedial are not acceptable for degree credit.
14. The student should be prepared to submit course descriptions, syllabi, or other course-related information for transfer course work if there is any question as to whether Walton College will grant degree credit for such work.
15. Exceptions. All requests for, exceptions to, and variations from the rules, regulations, and requirements of Walton College and the University should be made in writing to the associate dean for academic affairs of Walton College. Consult the Undergraduate Programs Office in Walton College for these requests.

Course Loads

The normal course load in Walton College is 15 to 17 hours per semester (and six hours per summer term). Students with a 2.75 grade-point average the previous semester may take a maximum of 18 hours. Seniors may take 18 to 19 hours, if required for graduation, during their final semester. Students on academic warning are limited to a maximum course load of 12 hours. University regulations on the number of hours allowed per semester are on page 31.

Foreign Language Concentration

An undergraduate B.S.B.A. degree-seeking student may elect to substitute 12 hours in a single upper-level foreign language for 12 hours in the junior-senior business elective block of courses for the degree requirements. Students may not present a combination of foreign language and junior-senior business electives to fulfill this requirement.

Double Major

A student may elect to obtain a double major by completing all required courses for two majors in Walton College (but not in two concentrations within a single major). The minimum hour requirement for a double major is 138 degree credit hours to include all requirements for both majors. If there are courses common to both majors, the department chairs involved will agree upon and specify additional requirements in lieu of the common courses. The junior/senior business elective block is reduced by three hours; however, choice of the junior/senior business electives is restricted to no more than three total hours from each department that offers the two majors. Students who have elected to substitute a foreign language course of study for junior/senior business electives must complete 12 hours of junior/senior language courses.

The student must notify the Undergraduate Programs Office in Walton College of intent to pursue a double major. All requirements for double majors must be completed prior to awarding of a degree.

Additional Bachelor's Degrees

Students seeking a second bachelor's degree must contact the undergraduate programs office to ascertain specific requirements. Degree candidates must meet the University's general graduation requirements. The University requires that 1) the student take a minimum of 30 semester hours over the requirements for the first degree, and 2) the 30 hours cover a minimum of 36 weeks in residency at the Fayetteville campus. Walton College also requires that the student complete all courses in the pre-business and business core and the major and any additional business requirements (if some of these have been completed on the first degree, they are waived); it is recommended that any additional courses needed to finish the University's 30-hour requirement be junior or senior business electives. The second degree may be taken after the first is awarded, or both degrees may be awarded simultaneously after completion of all requirements for both.

College Graduation Requirements

- 1. University Requirements.** Degree candidates must meet the following: the University's general entrance requirements, number of credit hours required in residence, and the "requirements for graduation," including the University Core American history, and English proficiency.
- 2. Hour Requirements.** Degree candidates must satisfactorily complete the total number of semester hours specified for the curriculum in courses approved for one of the majors outlined in the succeeding pages. No less than 50 percent of the total credits must be in approved subjects other than business.

NOTE: Not all courses offered by the University will be accepted for degree credit by Walton College. Courses falling into this category are ANTH 0003, PHSC 0003, CIED 0003, ENGL 0003, MGMT 1033 and MATH 0003. Developmental courses are defined as 1) any course so designated by the University, and 2) any lower-division course taken after a higher-level course is taken. Credit will not be given for duplicate course work.

- 3. Grade Requirements.** Students may not have more than three hours of the grade "D" in pre-business core course requirements. Each student must have a 2.00 cumulative GPA in each of the following areas:
 - a. All work completed at the University of Arkansas.
 - b. All courses specifically designated for the major.
 - c. All required business core courses and required economics courses.
- 4. General Education Course Work.** A student's general education course work must satisfy University core requirements, additional college/program course-specific requirements, as well as these two area requirements:
 - a. social issues, multicultural environment, and demographic diversity, and
 - b. micro and macroeconomics. If a student has not satisfied these area requirements within the fine arts and/or social sciences areas of the University core, these area requirements must be satisfied through general education electives to allow students to complete degree requirements within the hours indicated above.

Courses that satisfy these area requirements are listed below. Note that many of these courses will also satisfy University core requirements. Where possible, a student should select courses that satisfy both requirements.

a. Social Issues, Multicultural Environment, and Demographic Diversity

ANTH 1023, Intro to Cultural Anthropology (Univ. core)
 SOCI 2013, General Sociology (Univ. core)
 SOCI 2033, Social Problems (Univ. core)

WCIV 1003, Western Civ. I (Univ. core)
 WCIV 1013, Western Civ. II (Univ. core)
 GEOG 1123, Human Geography (Univ. core)
 Any Foreign Language (Univ. core, if 2000-level or above, general education elective otherwise)

b. Micro/Macro Economics

ECON 2013, Principles of Macroeconomics (business core)
 ECON 2023, Principles of Microeconomics (business core)

- 5. Residency Requirements.** The senior year's curriculum (last 30 hours) in business must be taken in residence. In addition, the student's major requirements (or the degree equivalent) and WCOB 3016 must be completed in residence. Specifically required junior or senior courses in business or economics must be taken at the University of Arkansas or at an AACSB-accredited school. At least 50 percent of the total hours in business and economics must be taken in residence.
- 6. Correspondence Course Rules.** No more than 18 hours of course work taken by correspondence may apply toward a degree. These 18 hours may not include more than 12 hours of courses in economics or business, and may not include any junior- or senior-level economics or business courses without prior approval of the associate dean for academic affairs.
- 7. Catalog/Curriculum Changes.** Business is a dynamic profession, and the college and department curricula are updated continuously to keep pace with changes in the business world. Students entering under this catalog will be required to comply with such curricular changes to earn their degree. The total number of hours required for the degree, however, may not be increased, and all work completed in accordance with this catalog prior to the curriculum change will be applied toward the student's degree requirements. Furthermore, courses incorporated into the curriculum at a level lower than the one the student has completed are not required for that student unless there are specific prerequisites. Students entering under earlier catalogs are responsible for completing the graduation requirements as published in the catalog in effect when they entered the program. Students having interruptions of their academic programs that exceed two calendar years must complete the requirements published in the catalog in effect when they re-enter the program. Exceptions to the graduation requirements must be approved by the associate dean for academic affairs and appropriate department chair.

Graduation with Honors

The bachelor's degree *Summa Cum Laude* (with highest honors), *Magna Cum Laude* (with high honors), or *Cum Laude* (with honors) may be conferred only upon those students who have successfully completed the Walton College Honors Program. Both Walton Scholars and Departmental Scholars are eligible for these designations. Students whose cumulative grade-point average place them in the top 10 percent of their graduating class but who have not completed the Honors Program are eligible for the designation "With Distinction" on their official transcript. Among those students completing the Honors Program, the designations *Summa Cum Laude*, *Magna Cum Laude* and *Cum Laude* shall be determined as follows:

- Top 20 percent of students completing the Honors Program:
Summa Cum Laude
- Next 30 percent of students completing the Honors Program:
Magna Cum Laude
- Next 50 percent of students completing the Honors Program:
Cum Laude

No honors degree will be conferred upon a candidate who has not completed at least 50 percent of his or her degree work at the University

of Arkansas or who, in the last four semesters of attendance, has a cumulative grade-point average of less than 3.00 or has received a “D” or “F” in any course in the last semester. Certain other requirements will be outlined on request by the dean of the College.

Cooperative Education

Cooperative education (co-op) is an academic program that enables students to gain degree-related experience prior to graduation. It is a planned, progressive educational strategy in which the student obtains work experience related to his or her academic major and career goals. Participating students earn academic credit for their work experiences and are always paid by their employers. Co-op students can maintain their status as full-time students while participating in the program, even if their co-op experience requires they spend a semester working full-time.

Walton College students are eligible for co-op credit if they have 1) completed the pre-business core and have obtained at least 60 hours of credit, 2) a cumulative grade-point average of 2.5 or better, and 3) a grade-point average of 2.5 or better for the last full-time term completed. Students may receive one hour of credit per semester for a job that requires 12-19 hours of work per week or two hours of credit per semester for a job that requires 20 or more hours per week. A maximum of six hours of degree credit may be awarded as a junior- senior-level business elective. Full-time students who work 40 hours or more per week in internships approved by the co-op education academic coordinator are eligible for three hours of academic credit per semester, or per full summer, provided they have a minimum GPA of 2.75, as well as having received a GPA of at least 2.75 in the prior full-time semester.

Students may seek either to qualify a job they have found themselves for co-op credit, or they may seek an employment opportunity through the Walton College Career Development Center, WCOB 117. The employment opportunity may be either a full-time, off-campus work assignment that alternates with semesters spent on campus taking courses (an alternating co-op), or it may be a part-time job undertaken concurrently with course work (a parallel co-op). Once a student has been matched with an approved job, the co-op coordinator, the faculty co-op adviser, the student’s work place supervisor, and the student work together to formulate career-related learning objectives for the coming semester of work. These objectives must be in writing and in to the cooperative education coordinator in order for a student to be registered for co-op. At the end of each semester of work, the student is required to submit a three- to five-page paper that re-states the student’s learning objectives for the semester and discusses how the job experience fulfilled the objectives. The student is also required to submit an employer evaluation form, and the work supervisor is asked to submit an evaluation of the student’s work.

For information on participating in Walton College co-op program, a current listing of co-op opportunities, and phone numbers of people with whom you may discuss these opportunities, visit the Cooperative Education home page on the Web at <<http://waltoncollege.uark.edu/coop>>.

DEGREE REQUIREMENTS OF WALTON COLLEGE

Bachelor of Science in Business Administration (B.S.B.A.)

The Bachelor of Science in Business Administration degree is offered through an educational program in the business and organizational disciplines intended to prepare individuals to make sustained contributions to organizations and society in a global, diverse and dynamic environment. To achieve this objective the curriculum focuses on developing an individual’s interdisciplinary problem-solving skills, interpersonal and communication skills, ability to adapt to changing technology, spirit of entrepreneurial innovation, and ethical and professional values.

Walton College offers work in the following eight majors for the

B.S.B.A. degree. Some majors have concentrations to allow additional specialization.

1. Accounting (ACCT)
 - i. Concentration I – Business Economics
 - ii. Concentration II – International Economics and Business
2. Business Economics (BECO)
 - i. Concentration I – Business Economics
 - ii. Concentration II – International Economics and Business
3. Finance (FINN)
 - i. Concentration I – Banking
 - ii. Concentration II – Financial Management/Investment
 - iii. Concentration III – Insurance
 - iv. Concentration IV – Real Estate
 - v. Concentration V – Personal Financial Management
4. General Business (GBUS)
5. Information Systems (ISYS)
 - i. Concentration I – Information Systems
 - ii. Concentration II – Information Systems with Area Emphasis
 - iii. Concentration III – Quantitative Analysis
6. Management (MGMT)
 - i. Concentration I – Administrative Management
 - ii. Concentration II – Human Resource Management
 - iii. Concentration III – Small Business Management
7. Marketing (MKTT)
 - i. Concentration I – Retail Marketing
 - ii. Concentration II – Industrial Marketing
 - iii. Concentration III – Marketing Management
8. Transportation (TRNS)

Requirements for B.S.B.A. Degree

Students pursuing a degree in Walton College are classified as pre-business with an intended major until all pre-business requirements are fulfilled. To enroll in upper-division courses, a student must obtain at least a 2.25 (on a 4.00 scale) overall grade-point average in addition to the completion of all pre-business core courses (or equivalents), also with a minimum 2.25 GPA. Further, a student may not have more than three hours of the grade “D” in the pre-business core courses for admission into the major or for the graduation requirement.

	HOURS
A. University Core Requirements	35
English Composition (two courses)**	6
Finite Mathematics**	3
American History or Government	3
Laboratory Science (two courses with labs)	8
Social Science (three courses)	9
Fine Arts & Humanities (two courses)	6
B. Additional Requirements for Business Students	9
Fundamentals of Communication**	3
Survey of Calculus**	3
Business Social Science (one of the following)	3
PSYC 2003 – General Psychology	
PSYC 3013 – Social Psychology	
PSYC 3023 – Abnormal Psychology	
PSYC 3103 – Cognitive Psychology	
PSYC 4063 – Personality	
PSYC 4073 – Learning	
PSYC 4123 – Perception	
SOC 2013 – General Sociology	
SOC 3033 – American Minorities	
SOC 3223 – Social Psychology	
SOC 3303 – Social Data and Analysis	
SOC 4063 – Organizations in Society	
PLSC 2003 – American National Government	

PLSC 3103 – Public Administration
 PLSC 3113 – Dynamics of Service Sector Organizations
 PLSC 3243 – The Judicial Process
 PLSC 3803 – International Organization
 PLSC/SOCI 4053 – Political Sociology
 PLSC 4263 – The Supreme Court and Civil Rights

C. Business Core Courses	33
Lower-Division Requirements	27
WCOB 1120 Computer Competency Requirement	
WCOB 1111 Freshman Business Connections**	1
WCOB 1012 Legal Environment of Business**	2
WCOB 1023 Business Foundations**	3
WCOB 1033 Data Analysis and Interpretation**	3
ECON 2013 Principles of Macroeconomics**	3
ECON 2023 Principles of Microeconomics**	3
WCOB 2013 Markets and Consumers**	3
WCOB 2023 Prod and Delivery of Goods and Services**	3
WCOB 2043 Acquiring and Managing Financial Res**	3
WCOB 2033 Acquiring and Managing Human Res**	3
Upper-Division Requirement	6
WCOB 3016 Business Strategy and Planning	6
D. Major Requirements	24
E. Business Electives	15
F. General Education Electives	16
(no more than 6 hours in PEAC or DEAC)	

TOTAL REQUIRED FOR BSBA DEGREE 126

(Total is less than the sum of the categories because some courses count in two categories.)

** **Pre-Business requirement:** These 42 hours must be completed with a GPA of 2.25, an overall GPA of 2.25, and no more than 3 hours of “D” grades before a student is allowed to take upper-division business courses.

In addition to the core courses, each student will complete the required major courses, junior- senior-level business electives, and electives specified by each major.

Each student must have a 2.00 cumulative grade-point average in each of the following areas: all work completed at this University, all courses specifically designated for the major, all required Walton College core and economics courses. Students may not present more than three hours of the grade “D” in the pre-business core courses.

Bachelor of Science in International Business Degree (B.S.I.B.)

The Bachelor of Science in International Business degree is intended for students who wish to learn more about the international aspects of business. It provides preparation for a broad range of careers in business, including accounting, management, marketing, economics, information systems, finance, and transportation and logistics. This degree is also well suited for students wishing to continue their studies in law, international affairs, or graduate education in business and economics.

This degree requires completion of the University Core and Walton College Core courses, as well as course work in international business, a single foreign language and an area of study related to that language. In addition, students must select a concentration in one of the following areas: accounting, business economics, information systems, finance, general business, management, marketing, or transportation and logistics.

Students pursuing a degree in the Sam M. Walton College of Business are classified as pre-business with an intended concentration until all pre-business requirements are fulfilled. For admission into the in-

tended concentration, a student must obtain at least a 2.25 (on a 4.00 scale) overall grade-point average, in addition to the completion of all pre-business core courses listed elsewhere in the catalog (or equivalents), also with a minimum 2.25 grade-point average. Further, a student may not have more than three hours of “D” grades in the pre-business core courses for admission into the major or for the graduation requirement.

Graduation Requirements for the B.S.I.B. Degree

Each student must have a 2.00 cumulative grade-point average in each of the following areas: all work completed at this University, all courses in the business core, and all designated international business courses/functional concentration/foreign language courses. In addition, students may not present more than three hours of “D” grades in pre-business core courses.

Course Requirements for the B.S.I.B. Degree

	HOURS
A. University Core Requirements	35
See description and listing of the University core for the B.S.B.A. degree.	
B. Additional Requirements for Business Students	9
Fundamentals of Communication**	3
Survey of Calculus**	3
Business Social Science (one of the following)	3
PSYC 2003 – General Psychology	
PSYC 3013 – Social Psychology	
PSYC 3023 – Abnormal Psychology	
PSYC 3103 – Cognitive Psychology	
PSYC 4063 – Personality	
PSYC 4073 – Learning	
PSYC 4123 – Perception	
SOCI 2013 – General Sociology	
SOCI 3033 – American Minorities	
SOCI 3223 – Social Psychology	
SOCI 3303 – Social Data and Analysis	
SOCI 4063 – Organizations in Society	
PLSC 2003 – American National Government	
PLSC 3103 – Public Administration	
PLSC 3113 – Dynamics of Service Sector Organizations	
PLSC 3243 – The Judicial Process	
PLSC 3803 – International Organization	
PLSC/SOCI 4053 – Political Sociology	
PLSC 4263 – The Supreme Court and Civil Rights	

C. Business Core Courses	33
Lower-Division Requirements	27
WCOB 1120 Computer Competency Requirement	
WCOB 1111 Freshman Business Connections**	1
WCOB 1012 Legal Environment of Business**	2
WCOB 1023 Business Foundations**	3
WCOB 1033 Data Analysis and Interpretation**	3
ECON 2013 Principles of Macroeconomics**	3
ECON 2023 Principles of Microeconomics**	3
WCOB 2013 Markets and Consumers**	3
WCOB 2023 Prod and Delivery of Goods and Services**	3
WCOB 2043 Acquiring and Managing Financial Res**	3
WCOB 2033 Acquiring and Managing Human Res**	3
Upper-Division Course	6
WCOB 3016 Business Strategy and Planning	6

D. International Business Requirements	15
ECON 4633, International Trade Policy	3
ECON 4643, International Monetary Policy	3
Select 9 hours from the following:	9
FINN 3703, International Finance	
MGMT 4583, International Mgmt.	
MKTT 4833, International Marketing	
TLOG 4643, International Transportation and Logistics	
ECON 4653, Economics of Multinational Enterprises (Other courses may fulfill this requirement if approved by an international business faculty adviser.)	
E. Business Concentration	15
Students must complete one of the following business concentrations:	
Accounting	
ACCT 3013, Accounting View of Economic Events	3
ACCT 3533, Accounting Technology	3
ACCT 3613, Managerial Uses of Accounting Info.	3
ACCT 3723, Financial Reporting and Analysis	3
Plus three hours of a Jr./Sr.-level accounting course	3
Business Economics	
ECON 3133, Macroeconomic Theory	3
ECON 4333, Managerial Economics	3
ECON 4743, Introduction to Econometrics	3
ECON 4653, Economics of Multinational Enterprises	3
Plus three hours of a Jr./Sr.-level economics course	3
Information Systems	
ISYS 2263, COBOL Implementation of MIS	3
ISYS 3293, Systems Analysis and Design	3
ISYS 3393, Business Application Development in the Visual Basic Environment	3
ISYS 4283, Centralized Data Systems	3
Plus three hours of a Jr./Sr.-level information systems course	3
Finance	
FINN 3053, Financial Markets and Institutions	3
FINN 3703, International Finance	3
FINN 3063, Principles of Investments	
OR FINN 3603 Intermediate Financial Management	3
FINN 4233, Financial Policy and Planning OR FINN 4133 Advanced Investments	3
Plus three hours of a Jr./Sr.-level finance course	3
General Business	
Fifteen hours of 3000/4000-level courses in Walton College; no more than nine hours in a single academic area	15
Management	
MGMT 3743, Human Resource Mgmt.	3
MGMT 4583, International Mgmt.	3
Plus nine hours of Jr./Sr.-level management courses	9
Marketing	
MKTT 4133, Marketing Research	3
MKTT 4553, Consumer Behavior	3
MKTT 4533, Marketing Mgmt.	3
MKTT 4833, International Marketing	3
Plus three hours of a Jr./Sr.-level marketing course	3
Transportation and Logistics	
TLOG 3443, Principles of Transportation	3
TLOG 3613, Business Logistics	3

TLOG 4643, International Transportation and Logistics	3
Plus six hours of Jr./Sr.-level transportation courses	6

F. Foreign Language Requirements **12**

For students whose native language is English, 12 hours of University course work are required in a single foreign language — six hours of intermediate language and six hours of upper-division course work in communications and business language, or equivalent. Students who, on the basis of prior knowledge of language, omit one or both courses in the intermediate language sequence — FLAN 2003, FLAN 2013 — may receive degree credit for omitted courses if they validate their higher placement by passing the business language course (or equivalent) with a grade of “C” or above. Students with no previous foreign language training or only rudimentary knowledge of a foreign language will be required to complete up to six hours of elementary language — FLAN 1003, FLAN 2003 — in addition to the 12 hours of language specified above. No degree credit will be given for elementary language courses.

Students whose native language is not English must select a third language or substitute six hours of upper-division English language courses, i.e., speech, writing, or U.S. literature to be selected with the consent of the international business adviser. Those students whose native language is not taught at the University of Arkansas will normally be required to select a third language.

G. Area Studies Requirements **9**

For students taking a foreign language, nine hours of upper-division course work in the J. William Fulbright College of Arts and Sciences are required. Students can satisfy this requirement in one of two ways. One way is to select, with the consent of the international business adviser, courses pertaining to an area of the world (country or region) that is related to the student’s foreign language. These courses could include additional courses in the same foreign language provided the language courses emphasize literature or other cultural topics. For guidance, students should consult the relevant area study concentrations listed in the University catalog under the Fulbright Institute for International Relations. Alternatively, students taking a foreign language can satisfy the area studies requirement by completing a minor in the selected foreign language.

For students who substitute six hours of upper-division English language courses, nine hours of upper-division course work in Fulbright College pertaining to the United States, e.g., history, political science, etc., are required. If the foreign student has significant experience in or knowledge of the United States, the student may propose a six-hour project to substitute for the language requirement, subject to consent of the student’s international business adviser. The project must be justified as contributing to the student’s knowledge and understanding of interdependencies among countries, broadly defined but emphasizing social, political, economic, and humanitarian relationships rather than technical relationships.

H. International Experience Requirement

All students are encouraged to take courses and work abroad. At a minimum, a domestic student must complete the equivalent of one summer term of course work abroad,

or work abroad, or work with the international division of a domestic company as part of their program. Foreign students are encouraged but not required to seek job experience in a company located in a country related to their foreign language requirement.

Total Degree Requirements 125

(Total is more than the sum of the categories because some courses count for multiple requirements.)

Clarifying Notes on Degree Requirements

1. Courses that are required in either Walton College or the international business core and also are required in one of the business concentrations cannot be used to satisfy both requirements. For example, students who take FINN 3703 to satisfy the finance concentration requirements cannot also use it to satisfy the international business requirements.

2. Students who select ECON 2013 and ECON 2023 to partially satisfy the social science bloc and FLAN 2003 to partially satisfy the fine arts and humanities bloc of the University Core Requirements can complete the degree with 125 hours. Students selecting other courses to satisfy these requirements will have longer programs.

Minors in the J. William Fulbright College of Arts and Sciences

Students in Walton College may pursue an academic minor in the J. William Fulbright College of Arts and Sciences. Academic minors usually consist of 15 to 18 hours of course work. The available minors and course requirements are specified in the Fulbright College section of this catalog. Students must notify the Undergraduate Programs Office in Walton College of their intention to pursue a minor as early as possible. Walton College will certify that the requirements of the minor have been satisfied by graduation and, with the assistance of the Fulbright College, will advise students on the requirements to complete a minor. The minor will be designated on the student's transcript.

Courses that are part of the University Core Requirements or the Additional General Education Requirements or any other non-business course that is part of a student's course of study may also be counted for credit in a minor. For example, ANTH 1023, Introduction to Cultural Anthropology, is a concentration in the B.S.B.A. social science bloc and can also be used to satisfy the requirements of the anthropology minor. Other courses in a minor can be counted as general education electives. Walton College economics majors in the business economics concentration or the international economics and business concentration may not obtain a Fulbright College minor in economics.

Business Administration Minors for Non-Business Students

To facilitate students outside Walton College in obtaining knowledge that will assist them in making sustained contributions to organizations and society in a global, diverse, and dynamic environment, Walton College offers a business minor. The minor requires completion of a minimum of 21 required hours of study (including equivalencies) with at least 50 percent of the courses applied toward the minor taken in residence. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor.

All students seeking a business minor are required to complete the Walton College computer competency requirement (WCOB 1120) and the following courses:

ECON 2143, Basic Economics Theory and Practice
WCOB 1023, Business Foundations
WCOB 1033, Data Analysis and Interpretation or equivalent

In addition, students must select and complete one of the following concentrations:

Concentration 1 – General Business

Select 12 hours from the following courses (at least 6 hours must be at the 3000 or 4000 level).

WCOB 1012, Legal Environment of Business
WCOB 2013, Markets and Consumers
WCOB 2023, Production and Delivery of Goods and Services
WCOB 2033, Acquiring and Managing Human Resources
WCOB 2043, Acquiring and Managing Financial Resources
Plus any other 3000- or 4000-level Walton College course

Concentration 2 – Accounting

ACCT 3013, Accounting View of Economic Events
ACCT 3613, Managerial Uses of Accounting Info
Plus an additional six hours selected from the following:
ACCT 3533, Accounting Technology
ACCT 3723, Financial Reporting and Analysis
ACCT 3843, Fundamentals of Taxation

Concentration 3 – Information Systems (Option A or B)

A. Students desiring a general business computing area of emphasis must complete the following:
ISYS 2232, Bus Info Systems (or equivalent)
ISYS 3333, Info Systems Management
ISYS 3253 Business Data Communications
ISYS 3373, End-User Computing
ISYS 3533, Developing Multimedia Applications

B. Non-business computing majors desiring a business systems analysis and decision support area of emphasis must complete the following:
ISYS 2263, COBOL Implementation of MIS
ISYS 3293, Systems Analysis and Design
ISYS 3333, Information Systems Management
Plus one course from the following:
ISYS 3283, Advanced COBOL
ISYS 3253, Business Data Communications
ISYS 3373, End User Computing
ISYS 3393, Business Application Development in the Visual Basic Environment
ISYS 4253, Business Systems Simulation
ISYS 3533, Developing Multimedia Applications

Concentration 4 – Business Economics

ECON 4333, Managerial Economics
Plus an additional nine hours of 3000- or 4000-level business economics courses.

Concentration 5 – International Business

Select 12 hours from the following:
ECON 3833, International Trade
ECON 3843, Economic Development
ECON 4533, Comparative Economic Systems
ECON 4633, International Trade Policy
ECON 4643, International Monetary Policy
ECON 468V, International Economics and Business Seminar
FINN 3703, International Finance
MGMT 4583, International Management
MKTT 4833, International Marketing
TLOG 4643, International Transportation and Logistics

Concentration 6 - Management

MGMT 3563, Managerial Concepts and Organizational Behavior
Plus an additional nine hours of 3000- or 4000-level management courses (except WCOB 3016)

Concentration 7 - Marketing

MKTT 3433, Principles of Marketing
 Plus an additional nine hours selected from the following:
 MKTT 3533, Promotional Strategy
 MKTT 4033, Selling and Sales Mgmt.
 MKTT 4133, Marketing Research
 MKTT 4553, Consumer Behavior
 MKTT 4833, International Marketing
 MKTT 4933, Retail Marketing Strategy
 MKTT 4943, Retail Buying and Merchandise Control
 TLOG 3613, Business Logistics

Concentration 8 - Transportation and Logistics

TLOG 3443, Principles of Transportation
 TLOG 3613, Business Logistics
 Plus an additional six hours selected from the following:
 TLOG 3623, Purchasing and Inventory Systems
 TLOG 4633, Transportation Carrier Management
 TLOG 4643, International Transportation and Logistics
 TLOG 4653, Transportation and Logistics Strategy

In addition to the above course requirements, non-business, degree-seeking students working toward a minor should note the following:

1. Students who elect to obtain a business minor must provide written notice of their intent to the dean's office of the college in which they are receiving a degree. This notice and all requirements for the business minor must be completed prior to the awarding of the student's undergraduate degree.

2. Business minor students must complete all 1000- and 2000-level courses required for the business minor and be a junior- or senior-level student to enroll in 3000- or 4000-level business courses.

3. All specific course prerequisites must be met. Although business minor students are not required to satisfy the entire pre-business core, they must complete the required courses and any other prerequisite course specified prior to enrolling in a 3000/4000-level course.

4. ECON 2143 will substitute for ECON 2013/2023 for prerequisite purposes. In addition, students who take both ECON 2013 (Macroeconomics) and ECON 2023 (Microeconomics) will satisfy the economics requirements of the minor.

5. Business minor students are ineligible to take WCOB 3016, Business Strategy and Planning.

6. Non-business students may substitute equivalent courses for the Walton College computer competency requirement. All equivalencies must be approved by the associate dean for academic affairs.

GRADUATE STUDIES

The University of Arkansas offers the following advanced degrees in business: Master of Accountancy, Master of Business Administration, Master of Arts in Economics, Master of Transportation and Logistics Management, Master of Information Systems, Doctor of Philosophy in Business Administration, and Doctor of Philosophy in Economics.

For further information about these programs and requirements for admission, see the *Graduate School Catalog* or write to the associate dean for academic affairs, Graduate School of Business, 475 WCOB.

Departments, Degree Programs and Courses

ACCOUNTING (ACCT)

Karen V. Pincus
 Department Chair and S. Robson Walton Chair in Accounting
 401 WCOB
 575-4051

- Doris M. Cook Chair in Accounting and Professor Callahan
- S. Robson Walton Chair in Accounting and Professor Pincus
- Sam M. Walton Leadership Chair and Professor Williams
- Walter B. Cole Chair in Accounting Professor Wright (W.)
- Ralph McQueen Chair of Accounting Associate Professor Bouwman
- Associate Professor and Nolan G. Williams Lecturer in Accounting Thomas
- Associate Professors Gist, West
- Assistant Professors Mosebach (M.), Smith
- Clinical Associate Professor Leflar (C.)
- Instructors Caldwell, Schroeder, Shook, Whitmore

The mission of the department of accounting is to cultivate an environment of educational excellence. We do so by pursuing the following endeavors:

- Providing a learning environment in which students interact with others to identify and solve accounting and business problems.
- Developing and disseminating knowledge that has the potential for significant impact on accounting, business, and education.
- Interacting with the accounting profession, the business and academic communities, and the community at large.

The department of accounting offers an undergraduate degree program in accounting and graduate programs at both the master's and doctoral levels. The department's programs are accredited by the AACSB – The International Association for Management Education, which ensures quality and promotes excellence and continuous improvement in undergraduate and graduate education.

A major in accounting is preparation for success in the business world. Every business needs accounting help, whether it is the largest retail company in the world, a small family-owned enterprise, an agency for the homeless, or a musical group touring the country. The accounting major provides an excellent foundation for a variety of careers.

For example, the professional public accountant provides auditing and accounting services to client business and non-business organizations in a variety of industries. A management accountant works for a particular organization in its finance and operations areas or becomes part of the management team. Some accountants are employed by non-profit organizations such as the American Cancer Society, state and local governments or government agencies like the FBI. Other accounting graduates are self-employed in a variety of professions or businesses, and some continue in graduate school to prepare for teaching careers.

Professional examinations, such as the Certified Public Accountant (CPA) or Certified Management Accountant (CMA) examinations, are governed by the organizations that administer the exam. Students should see the accounting department upon enrollment in the University of Arkansas for information relative to the professional exams.

The education objective at the undergraduate level is to provide an environment in which students learn skills necessary to become professional accountants, including information development and distribution; knowledge of accounting, auditing, and tax; knowledge of business and society; communication skills; analytical and decision-making skills; leadership; and professionalism.

Accounting Major Requirements

	HOURS
Complete the requirements for a B.S.B.A. degree as listed on page 157.	
Total General Education	60
Walton College Core Requirements (See page 157)	33
Course Requirements in the Major	24
ACCT 3013, Accounting View of Economic Events	3
ACCT 3533, Accounting Technology	3
ACCT 3613, Managerial Uses of Accounting Info	3
ACCT 3723, Fin. Reporting and Analysis	3
ACCT 3843, Fundamentals of Taxation	3
Choose any two of the three courses below:	
ACCT 4673, Product, Project and Service Costing	3
ACCT 4753, Generally Accepted Accounting Principles	3
ACCT 4963, Operational Auditing	3
Collateral Requirement:	
ISYS 3333, Info Systems Management	3
Junior- senior-level electives within Walton College (Only three hours are permitted within major field)	15
Total Walton College Requirements	60
Total Degree Requirements	126
NOTE: Selection of electives should be made in consultation with academic advisers. Students planning on taking professional examinations should ascertain course requirements by examining authorities. Successful completion of a Master of Accountancy Degree from the University of Arkansas will qualify a student to take the CPA examination in Arkansas. B.S.B.A. graduates would need additional accounting hours and other courses amounting to a total of 150 semester hours to sit for the CPA exam in Arkansas.	

SEE PAGE 248 FOR ACCOUNTING (ACCT) COURSES

BUSINESS LAW (BLAW)

Karen V. Pincus
Accounting Department Chair
401 WCOB
575-4051

- Associate Professor Norwood
- Instructors Greenhaw, Lawrence, Leflar (M.), Wright (M.)

SEE PAGE 261 FOR BUSINESS LAW (BLAW) COURSES

ECONOMICS (ECON)

Joseph Ziegler
Department Chair
402 WCOB
575-ECON (3266)

- Phillips Petroleum Company Chair of International Business and Economics Distinguished Professor Murray
- Professors Britton, Curington, Dixon, Gay, McKinnon, Ziegler
- Adjunct Professor Millar
- Lewis E. Epley Jr. Professorship Associate Professor Ferrier
- Associate Professors Farmer, Horowitz
- Assistant Professors Deck, Kali, Mendez
- Clinical Associate Professor Stapp
- Visiting Assistant Professors Collins, Littrell

The department of economics offers two concentrations within the business economics major:

- 1) business economics
- 2) international economics and business.

The concentration in business economics is intended for those students who are interested primarily in business, but at the same time have a desire to understand the more advanced tools of economic analysis. Such a background is excellent preparation for careers in corporate research and planning, as well as careers with government and regulatory agencies, for graduate study in business and economics, and for law school. Students who want to pursue an advanced degree in business economics can, with appropriate planning, complete a master's degree at the University of Arkansas within 12 months after receiving a B.S.B.A. degree. Please see the economics department chair for more information.

The international economics and business concentration is intended for students who wish to learn more about the international aspects of economics and business. It provides preparation for a broad range of careers in business, including management, marketing, and finance.

It is strongly recommended that economics majors who plan to continue their studies at the graduate level take two semesters of calculus (MATH 2554 and MATH 2564) and linear algebra (MATH 3083). These courses will substitute for the math courses required within Walton College core (MATH 2043 and MATH 2053).

Business Economics Concentration

The major in Business Economics requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra course are part of an interdisciplinary minor or collateral track. See an advisor for selection of courses.

The courses required for the business economics concentration include those required in Walton College and Fulbright College. In addition, 15 hours of specified courses (listed below) are required:

	HOURS
Complete the requirements for a B.S.B.A. degree as listed on page 157.	
Total General Education	60
Walton College Core Requirements (See page 157)	33
Course Requirements in the concentration	24
ECON 3033, Microeconomic Theory	3
ECON 3133, Macroeconomic Theory	3
ECON 4033, History of Economic Thought	3
ECON 4333, Managerial Economics	3
ECON 4743, Intro to Econometrics	3
9 hours of ECON 3000/4000 and/or collateral courses	9
Junior- senior-level electives within Walton College (Only six hours are permitted within major field of economics)	15
Total Walton College Requirements	60
Total Degree Requirements	126

International Economics and Business Concentration

The major in International Economics requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra course are part of an interdisciplinary minor or collateral track. See an advisor for selection of courses. The courses required for the international economics and business concentration include those required in Walton College and Fulbright College. In addition, 18 hours of economics and business courses, nine hours of upper-division courses in the Fulbright College, and six hours of a single foreign language at the intermediate level or above, and three hours at the upper-division level in business communications, or equiva-

lent, in the same foreign language are specified. Any student whose minimum six-hour requirement includes an upper-division course may choose to include business communications among the six hours of required university course work in the foreign language.

(Students who need elementary-level language course work may apply ECON 2013 and 2023 in the social science area of the University Core, and the elementary language credits will apply to the general education or free elective area.)

	HOURS
Complete the requirements for a B.S.B.A. degree as listed on page 157.	
General Education Electives	6
Area Study: Specifically required upper-division courses in Fulbright College (Students must select, with the consent of their academic adviser, nine hours of upper-division course work in an area of the world [country or region] that is related to the foreign language. This course work could include additional courses in the same foreign language. To be included as an area study upper-division language, courses should emphasize literature or other cultural topics.)	9
Total General Education	60
Walton College Core Requirements (See page 157)	33
Course Requirements in the concentration	18
ECON 3033, Microeconomic Theory	3
ECON 3133, Macroeconomic Theory	3
ECON 4633, International Trade Pol.	3
ECON 4643, International Monetary Policy	3
International Business and ECON electives	6
Junior- senior-level electives within Walton College (Only three hours are permitted within major field of economics)	6
Total Walton College Requirements	57
Total Degree Requirements	126

SEE PAGE 278 FOR ECONOMICS (ECON) COURSES

FINANCE (FINN)

Wayne Y. Lee
Department Chair and Alice L. Walton Chair in Finance
302 WCOB
575-4505

- Arkansas Bankers Association and Bellamy Chair of Banking and Professor Dominick
- Alice L. Walton Chair in Finance and Professor Lee
- Dillard Chair of Corporate Finance and Professor Millar
- Harold A. Dulan Finance Chair in Capital Formation and Professor Liu
- Associate Professors Hearsh, Perry
- Assistant Professors Jandik, Kruse, Rennie
- Clinical Assistant Professor Carter
- Instructors Driver, Risk

The academic mission of the department of finance is to provide an educational experience that provides the following:

- stimulates student learning through open dialogue and informative discourse both inside and outside the classroom;
- actively engages students in their own learning through problem-based casework, participation in real-world business laboratories, and/or internships in the financial community; and
- prepares students to successfully meet the rigors of the challengingly diverse career opportunities in finance.

Finance Major

Students who elect to major in finance can choose from one of five concentrations: banking; financial management/investment; insurance; real estate, and personal financial management. This choice should reflect the student's primary career focus and electives listed in other finance concentrations should be used to complement the coursework in the chosen concentration. Careers in finance that are analytically oriented will generally require proficiency in accounting, economics, and quantitative methods. In contrast, careers in finance that are sales or management oriented will generally require marketing and management skills. Finance majors are strongly encouraged to consult with departmental faculty advisers and/or the department chair in developing their curriculum.

Finance Major Requirements with Concentrations

	HOURS
Complete the requirements for a B.S.B.A. degree as listed on page 157.	
Total General Education	60
Walton College Core Requirements (See page 157)	33
Courses Required in All Concentrations	24
Choose any three of the four courses below:	
FINN 3053, Financial Markets and Institutions	3
FINN 3063, Principles of Investments	3
FINN 3603, Intermediate Financial Management	3
FINN 3703, International Finance	3
NOTE: FINN 3603 Intermediate Financial Management and FINN 3102 Financial Modeling are pre-requisites for FINN 4233 Financial Policy and Planning; FINN 3063 Principles of Investments and FINN 3102 Financial Modeling are pre-requisites for FINN 4133 Advanced Investment and FINN 4143 Portfolio Management I.	
	HOURS
Concentration I: Banking	
FINN 3133, Commercial Banking	3
FINN 4313, Advanced Commercial Bank Management	3
FINN 3102, Financial Modeling	2
ACCT 3013, Accounting View of Economic Events	3
ACCT 3723, Financial Reporting and Analysis	3
Concentration II: Financial Management/Investment	
FINN 3102, Financial Modeling	2
ACCT 3013, Accounting View of Economic Events	3
ACCT 3723, Financial Reporting and Analysis	3
Plus any one of the three courses below:	
FINN 4133, Advanced Investment	3
FINN 4233, Financial Policy and Planning	3
FINN 4143, Portfolio Management I	3
FINN 4163, Fixed Income Securities I	3
Concentration III: Insurance	
FINN 3623, Risk Management	3
FINN 4733, Life/Health Insurance I	3
FINN 4833, Property/Casualty Ins I	3
Concentration IV: Real Estate	
FINN 3933, Real Estate Principles	3
FINN 4413, Real Estate Investment and Appraisal	3
FINN 4433, Real Estate Finance	3
Concentration V: Personal Financial Management	
FINN 3003, Personal Financial Management	3
FINN 3063, Principles of Investments	3
FINN 3623, Risk Management	3
FINN 3843, Fundamentals of Taxation	3
FINN 4013, Seminar in Financial Planning	3
FINN 4733, Life and Health Insurance	3
1 - 6 hours FINN 3000/4000 and/or collateral courses	1-6

Junior- senior-level electives within Walton College	
(Only six hours are permitted within finance)	15
Total Walton College Requirements	60
Total Degree Requirements	126

SEE PAGE 288 FOR FINANCE (FINN) COURSES

INFORMATION SYSTEMS (ISYS)

Fred Davis

Department Chair and David D. Glass Chair in Information Systems
204 WCOB
575-4500

- David D. Glass Chair in Information Systems and Professor Davis (F.)
- Professors Cronan, Douglas, Glorfeld, Jones (T. W.)
- Associate Professor and Edwin and Karlee Bradberry Endowed Chair Hardgrave
- Associate Professor Aloysius
- Assistant Professors Armstrong (D.), McKinney, O'Leary-Kelly (S.), Riemenschneider, Wilson, (D).
- Clinical Professor Doke
- Clinical Assistant Professor Renwick
- Instructors Alguire, Armstrong (K.), Bristow, Brown (N.), Woodbury
- Executive in Residence Schmidt

The curriculum in information systems is designed to prepare graduates for careers in solving business problems with applications of computer technology. For students pursuing a different major, the curriculum offers particular topics within information systems and other quantitative areas to supplement the major.

The information systems major divides into two information systems concentrations and one quantitative analysis concentration. Students electing an information systems major can, in consultation with the departmental adviser, intermingle courses in the concentrations to best serve the student's career objectives. Those planning to engage in information systems as a career immediately after college should elect an information systems concentration, while those contemplating other career plans might consider the quantitative analysis and business statistics concentration.

Information Systems Major Requirements

The major in Information Systems requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra course are part of an interdisciplinary minor or collateral track. See an Information Systems advisor for selection of courses.

Concentration I: Information Systems

Students in the computer information systems concentration may choose to pursue an object-oriented development emphasis by taking ISYS 4333 and ISYS 4373 as their two allowed ISYS electives.

NOTE: Course requirements in the Information Systems concentration total 21 credit hours. Because of prerequisites, students should allow two full years (24 months) to complete this coursework. Prerequisites will be strictly enforced.

	HOURS
Complete the requirements for a B.S.B.A. degree as listed on page 157. Programming I (CSCE 1023/1021) is recommended as a general education elective.	
Total General Education	60
Walton College Core Requirements (See page 157)	33
Course Requirements in the Concentration	24

ISYS 2263, COBOL Implementation of MIS	3
ISYS 3293, System Analysis and Design	3
ISYS 3393, Business Applications in Visual Basic	3
ISYS 4283, Centralized Data Systems	3
ISYS 4363, Business Application Systems Development	3
Select any six hours from the following:	
ISYS 3253, Business Data Communications	3
ISYS 3283, Advanced COBOL	3
ISYS 3373, End User Computing	3
ISYS 3533, Developing Multimedia Applications	3
ISYS 4253, Business Systems Simulation	3
ISYS 4333, Object Oriented Seminar	3
ISYS 4373, Object Oriented Programming	3
3 hours ISYS 3000/4000 and/or collateral courses	3

Junior- senior-level electives within Walton College	15
(Only three hours are permitted within major field of ISYS)	
Total Walton College Requirements	60
Total Degree Requirements	126

Concentration II: Information Systems with Area Emphasis

Complete the requirements for a B.S.B.A. degree as listed on page 157.

Total General Education	60
Walton College Core Requirements (See page 157)	33
Course Requirements in the concentration	30
ISYS 2263, COBOL Implementation of MIS	3
ISYS 3293, System Analysis and Design	3
ISYS 3393, Business Applications in Visual Basic	3
ISYS 4283, Centralized Data Systems	3
ISYS 4363, Business Applications Systems Development	3
Area Emphasis – Accounting:	
ACCT 3013, Accounting View of Economic Events	3
ACCT 3533, Accounting Technology	3
ACCT 3613, Managerial Uses of Acct. Inf.	3
ACCT 3723, Fin. Reporting Analysis	3
ACCT 4673, Product, Project and Service Costing	3
Junior/senior level electives within Walton College	11
Total Walton College Requirements	60
Total Degree Requirements	126

Concentration III: Quantitative Analysis

Complete the requirements for a B.S.B.A. degree as listed on page 157.

Total General Education	60
Walton College Core Requirements (See page 157)	33
Course Requirements in the Concentration	24
ISYS 3133, Statistical Analysis	3
ISYS 3413, Quant Managerial Meth I	3
Select any nine hours from the following:	
ISYS 3253, Business Data Communications	3
ISYS 3283, Advanced COBOL	3
ISYS 4253, Business Systems Simulation	3
ISYS 4333, Object-Oriented Seminar	3
ISYS 4423, Quantitative Managerial Methods II	3
ECON 4733, Quantitative Economic Analysis	3
ECON 4743, Introduction to Econometrics	3
STAT 4033, Nonparametric Stat Meth	3
9 hours ISYS 3000/4000 and/or collateral courses	9
Junior- senior-level electives within Walton College	11-15
(Only six hours are permitted within major field of ISYS)	
Total Walton College Requirements	60
Total Degree Requirements	126

SEE PAGE 301 FOR INFORMATION SYSTEMS (ISYS) COURSES

MANAGEMENT (MGMT)

Daniel C. Ganster
 Department Chair and Charles C. Fichtner Chair in Management
 402 WCOB
 575-6216

- Charles C. Fichtner Chair in Management and Professor Ganster
- Raymond F. Orr Chair and Professor Gupta
- Professors O’Leary-Kelly (A.), Todd, White
- Associate Professors Delery, Ellstrand, Johnson, Reeves
- Assistant Professor Anand

Management is the force responsible for directing organizations toward goals or objectives. Therefore, the management curriculum focuses on the nature and capabilities of human and other resources, as well as how the manager plans, organizes, staffs, coordinates, and evaluates those resources in an organization and its environment. The study of management prepares men and women for positions of leadership in profit and nonprofit organizations of all sizes. Management majors gain insight and skill needed for careers as professional managers or as self-employed entrepreneurs. These skills include: technical knowledge, communicative capacity, human understanding, and conceptual and problem-solving ability. Two majors are offered in the management department. They include management and general business. Both majors are described below.

Management Major

Students majoring in management may choose one of three concentrations. These concentrations include administrative management, human resource management, and small business and entrepreneurship. Three hours of course work in Human Resource management are required of all management majors. An additional 15 hours of course work is required in each management concentration.

The administrative management concentration offers students a concentration of study that will provide them with a broad management background. Students will acquire knowledge that will prepare them for positions in general management.

The human resource management concentration is designed to prepare students for careers in human resource-related occupations including personnel management. Among issues and areas addressed are management-employee relations, quality of work life, compensation and other reward systems, organizational staffing, and training and development. The human resource management track emphasizes the importance of integrating individual goals and organizational objectives.

The small business and entrepreneurship concentration is suggested for students who are interested in starting and/or operating a small business or independent company after graduation. This program offers students an opportunity to learn about and work directly with small business firms. The small business and entrepreneurship concentration provides excellent preparation for students wishing to obtain a highly integrated view of business operations.

Management Major Requirements

The major in management requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra course are part of an interdisciplinary minor or collateral track. See a management adviser for selection of courses.

HOURS

Complete the Requirements for a B.S.B.A. degree as listed on page 157.	
Total General Education	60
College Core Requirements	33
Courses Required in All Concentrations	24
MGMT 3743, Human Resource Management	
Concentration I: Administrative Management	
Select 15 hrs from the following:	
MGMT 3633, Applied Managerial Problem Solving	3
MGMT 3643, Team Management	3
MGMT 3933, Entrepreneurship/New Venture	3
MGMT 4103, Special Topics	3
MGMT 4203, Understanding Complex Organizations	3
MGMT 4403, Total Quality Management	3
MGMT 4433, Small Enterprise Management	3
MGMT 4533, Labor Legislation	3
MGMT 4583, International Management	3
MGMT 4943, Organizational Staffing	3
MGMT 4953, Organizational Rewards/Compensation	3
MGMT 4993, Entrepreneurship Practicum	3
ECON 4333, Managerial Economics	3
ECON 3533, Labor Economics	3
Concentration II: Human Resource Management	
MGMT 4943, Organizational Staffing	3
MGMT 4953, Orgn Rewards/Compensation	3
Select nine hours from the following:	
MGMT 3633, Applied Managerial Problem Solving	3
MGMT 3643, Team Management	3
MGMT 3933, Entrepreneurship/New Venture	3
MGMT 4103, Special Topics	3
MGMT 4203, Understanding Complex Organizations	3
MGMT 4403, Total Quality Mgmt.	3
MGMT 4433, Small Enterprise Mgmt.	3
MGMT 4533, Labor Legislation	3
MGMT 4583, International Mgmt.	3
MGMT 4993, Entrepreneurship Practicum	3
ECON 4333, Managerial Economics	3
ECON 3533, Labor Economics	3
Concentration III: Small Business and Entrepreneurship	
MGMT 3933, Entrepreneurship/New Venture	3
MGMT 4433, Small Enterprise Mgmt.	3
Select nine hours from the following:	
MGMT 3633, Applied Managerial Problem Solving	3
MGMT 3643, Team Management	3
MGMT 4103, Special Topics	3
MGMT 4203, Understanding Complex Organizations	3
MGMT 4403, Total Quality Mgmt.	3
MGMT 4533, Labor Legislation	3
MGMT 4583, International Mgmt.	3
MGMT 4943, Organizational Staffing	3
MGMT 4953, Orgn Rewards/Compensation	3
MGMT 4993, Entrepreneurship Practicum	3
ACCT 3613, Managerial Uses of Accounting Information	3
MKTT 4933, Retail Marketing Strategy	3
9 hours MGMT 3000/4000 and or collateral courses	9
Junior- senior-level electives within Walton College (Only six hours are permitted within Management)	15
Total College Requirements	60
Total Degree Requirements	126

General Business Major

General Business is the broadest major in Walton College. This program provides the student exposure to all facets of the business process. Maximum flexibility is retained by the student. At the same time, careful use of general and junior/senior business electives allows the student to concentrate additional course work in one or more selected functional areas. General business also may be particularly valuable to students planning to pursue a master's (M.B.A.) degree.

General Business Major Requirements

	HOURS
Complete the requirements for a B.S.B.A. degree as listed on page 157.	
Total General Education	60
Walton College Core Requirements (See page 157)	33
Course Requirements in the Major	24
Select one from each of the following six groups. Sequencing of courses will be determined by choices made.	
Group 1	
MGMT 3743, Human Resource Mgmt.	3
MGMT 3633, Applied Managerial Problem Solving	3
MGMT 3643, Team Management	3
Group 2	
ACCT 3013, Accounting View of Economic Events	3
ACCT 3613 Mgrl. Uses of Acctg. Inf.	3
ACCT 3533, Accounting Technology	3
ACCT 3723 Financial Reporting and Analysis	3
Group 3	
ISYS 3133, Statistical Analysis	3
ISYS 3373, End User Computing	3
ISYS 3413, Quant Managerial Methods I	3
Group 4	
ECON 3533, Labor Economics	3
ECON 3833, International Trade	3
ECON 4333, Managerial Economics	3
Group 5	
FINN 3053, Fin Markets/Institutions	3
FINN 3063, Principles of Investments	3
FINN 3623, Risk Management	3
FINN 4233, Financial Policy/Planning	3
Group 6	
MKTT 3533, Promotional Strategy	3
MKTT 4553, Consumer Behavior	3
MKTT 4933, Retail Marketing Strategy	3
6 hours 3000/4000 business courses and/or collateral courses	6
Junior- senior-level electives within Walton College (Only three hours are permitted in Management and no more than six hours permitted in any of the other departments.)	15
Total Walton College Requirements	60
Total Degree Requirements	126

SEE PAGE 311 FOR MANAGEMENT (MGMT) COURSES

MARKETING AND LOGISTICS (MKTL)

Thomas D. Jensen
Department Chair
302 WCOB
575-4055

- Wal-Mart Chair of Marketing and Professor Burton
- Wal-Mart Lecturer in Retailing and Professor Jensen
- R. A. and Vivian Young Chair and University Professor Kurtz
- Oren Harris Chair of Transportation Professor Ozment
- Associate Professors Ashton, Creyer, Gentry, Kopp, Murray, Rapert, Stassen, Waller
- Assistant Professor Mendoza
- Research Assistant Professor Milatovic
- Instructor Cole

The department of marketing and logistics offers two majors:
1) marketing
2) transportation and logistics.

Descriptions of the marketing major and courses follow. The transportation and logistics major is described in the next section.

Marketing Major

The major in marketing requires 24 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a WCOB major or discipline field of study (i.e., core, major, electives) unless the extra course are part of an interdisciplinary minor or collateral track. See a marketing advisor for selection of courses.

The major in marketing is designed to prepare students for careers involving product planning, distribution, promotion, and pricing strategies in profit or nonprofit organizations. In addition to a broad overview of the marketing functions within organizations, students are provided with knowledge and skills in consumer behavior, marketing research, and strategic marketing. Students majoring in marketing are actively subjected to problem-solving situations, both domestic and international, where a variety of contemporary tools are employed to stimulate the strategic decision-making process. Supportive disciplines with which the marketer should be familiar include psychology, sociology, accounting, economics, statistics, quantitative analysis, and research methodology.

The marketing major has three concentrations to select from: marketing management, retail marketing, and industrial marketing. The marketing management concentration is intended to provide students with broad knowledge and skills in marketing applicable to industry. The retail marketing concentration prepares students for marketing careers in the retail industry. The industrial concentration prepares students for marketing careers in the industrial sector with a special emphasis on personal selling and sales management.

Marketing Major Requirements

	HOURS
Complete the requirements for a B.S.B.A. degree as listed on page 157.	
Total General Education	60
Walton College Core Requirements (See page 157)	33
Courses Required in All Concentrations	24
MKTT 4133, Marketing Research	3
MKTT 4553, Consumer Behavior	3
MKTT 4533, Marketing Management	3
MKTT Elective	3

Majors must select one of the following concentrations and must complete six hours within the elected concentration.

Concentration I: Marketing Management

Select six hours from the following:	
MKTT 3533, Promotional Strategy	3
MKTT 4033, Selling and Sales Management	3
TLOG 3613, Business Logistics	3
MKTT 4933, Retail Marketing Strategy	3

Concentration II: Retail Marketing

MKTT 4933, Retail Marketing Strategy	3
MKTT 4943, Retail Buying and Merchandise Control	3

Concentration III: Industrial Marketing

MKTT 4033, Selling and Sales Management	3
MKTT 4663, Industrial Marketing	3
6 hours MKTL 3000/4000 and/or collateral courses	6

Junior- senior-level electives within Walton College

(Only six hours are permitted within a major field) 15

Total Walton College Requirements 60

Total Degree Requirements 126

SEE PAGE 312 FOR MARKETING AND LOGISTICS (MKTL) COURSES

Transportation Major

The major in transportation is designed to prepare students for careers in carrier management and logistics management. Carrier management is the management of the domestic and international modes of transportation. Logistic management applies analytical techniques and uses the systems approach in managing the flow of materials into and through the production and manufacturing processes of a firm to its customers.

Basic employment opportunities exist in marketing, sales, and operations positions with carriers in all transportation modes, and in positions with shippers having responsibility in one or more of the areas under logistics management, warehousing, packaging, and materials handling. Opportunities also exist in governmental agencies.

	HOURS
Complete the requirements for a B.S.B.A. degree as listed on page 157.	
Total General Education	60
Walton College Core Requirements (See page 157)	33
Course Requirements in the Major	24
TLOG 3443, Prin of Transportation	3
TLOG 3613, Business Logistics	3
TLOG 3623, Purchasing and Inventory Systems	3
TLOG 4633, Transportation Carrier Management	3
TLOG 4643, International Transportation and Logistics	3
TLOG 4653, Transportation and Logistics Strategy	3
6 hours TLOG 3000/4000 and or collateral courses	6
Junior- senior-level electives within Walton College	
(Only six hours are permitted within major field)	15
Total Walton College Requirements	60
Total Degree Requirements	126

SEE PAGE 331 FOR TRANSPORTATION AND LOGISTICS (TLOG) COURSES

WALTON COLLEGE OF BUSINESS (WCOB)

William P. Curington
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These courses are interdisciplinary courses that are not attached to a specific department in Walton College.

SEE PAGE 334 FOR WALTON COLLEGE OF BUSINESS (WCOB) COURSES

