



## **BUSINESS ADMINISTRATION MAJOR**

**Entrepreneurship**

**Finance**

**Management**

**Marketing**

**No Concentration**

Professor: R. Bhandari, S. Manzoor (Chair)

Associate Professor: R. Eames

Assistant Professor: K. Fram, A. Kulkarni, A. Rahman, N. Wilbur

Visiting Instructor: J. Jackson

Contact: Dr. Sonia Manzoor

Email: [Sonia.manzoor@wcmo.edu](mailto:Sonia.manzoor@wcmo.edu)

The Business Administration major is offered through the John E. Simon Department of Accounting, Business Administration, Economics, and Finance. Course work is designed to study the nature and complexity of organized commercial and non-profit activities, preparing students for service to society, the organization, and self.

The major develops an appreciation for the role of business in society, the moral and ethical dimensions of business, and the impact of diverse cultures on the business operations. Students will also learn to appreciate human interaction in the work environment, and the process of conceiving, planning, designing, and running a business enterprise. The major will develop an ability to analyze complex problems and make reasoned judgments, to understand and work with financial data, and to understand the use of personal computers and computer systems. Finally, students will develop an ability to communicate effectively and work with others.

Business Majors are well prepared for entry-level positions in a wide variety of organizations. In addition, graduate programs are available across the country for further study at the masters and doctoral levels. Students with graduate degrees find ready employment in business, education, research, and/or consulting.

Students must have either sophomore standing or be in their third semester as full-time Westminster students to enroll in any business course. All business Administration majors must complete ACC 215 and 216, ECN 211 and 212, and MAT 114 and achieve junior standing before registering for any 300- or 400- level courses in accounting, business administration, or economics.

Majors must have at least a 2.00 grade point average in all accounting, business administration, and economics courses needed to satisfy major requirements.

It is possible for a Business major to be completed with no concentration, by completing any four accounting, business, or economics courses (2 of them BUS courses) in addition to the required courses. Students may also choose to complete one or more of the four concentration areas: Finance, Marketing, Management, or Entrepreneurial Studies. To complete a concentration area, a student must choose three of his/her/their electives from the list provided for that concentration area, plus one additional accounting, business, or economics course. (For entrepreneurial studies, students must take BUS 325 and choose two more of their electives from the list.)

Some courses serve multiple concentrations. However, any given elective may be counted toward at most two concentrations simultaneously.

You can find the course descriptions for all courses required for this major by clicking on the following links:

- [Accounting Course Descriptions](#)
- [Business Course Descriptions](#)
- [Economics Course Descriptions](#)
- [Psychology Course Descriptions](#)
- [Speech Course Descriptions](#)

**Major: BUSINESS ADMINISTRATION**

Student's Last Name

First Name

Middle Initial

Advisor

Date Major Declared

Course #	Title of Course	Hours Required	Semester Completed	Grade
<b>Core Business Courses</b>				
ACC 215	Principles of Financial Accounting	3		
ACC 216	Principles of Managerial Accounting	3		
BUS 220	Fundamentals of Management	3		
BUS 250	Principles of Marketing	3		
BUS 327	Operations Management	3		
<b>or</b> ECN 351	Price Theory and Managerial Decisions	3		
ECN 211	Principles of Macroeconomics	3		
ECN 212	Principles of Microeconomics	3		
FIN 318	Corporate Financial Management	3		
MAT 114	Elementary Statistics	3		
MAT 122	Business Calculus*	3		
<b>or</b> MAT 124	Calculus I	5		
BUS 210	Spreadsheet Application in Business	3		
SPE 101	Intro to Speech Communication	3		
<b>or</b> SPE 203	Interpersonal Communication	3		
<b>or</b> SPE 220	Public Speaking	3		
<b>Total Core Business Hours</b>		<b>36-38 Hrs</b>		
<b>Required Capstone Course</b>				
BUS 450	Business Strategy	3		
<b>Total Hours</b>		<b>39-41 Hrs</b>		
<b>To complete a Business Administration major with no concentration 4 additional ABEF courses are required with at least (2) of them being BUS courses in addition to the required courses (12 credit hours)</b>				
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<b>TOTAL HOURS FOR MAJOR</b>		<b>51-53 Hrs</b>		
<b>To complete an Entrepreneurship concentration, choose three, plus an at-large ABEF elective</b>				
<b>Required Courses:</b>				
BUS 325	Entrepreneurship	3		
<b>Choose any three from the following or you can choose two from the list and one at-large AB&amp;F departmental elective. The at large elective can be any course in the department (with prefix: ACC, BUS &amp; FIN) except ECN 110 &amp; BUS 131:</b>				
BUS 223	Business Law	3		
BUS 330	Advertising and Brand Promotion	3		

BUS 334	Consumer Behavior	3		
BUS 345	Digital Marketing	3		
BUS 399	Internship	3		
SPE 310	Business and Professional Communication	3		
	<b>TOTAL HOURS FOR MAJOR</b>	<b>51-53 Hrs</b>		
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<b>To complete a Finance concentration, choose three, plus an at-large ABEF elective</b>				
<b>At least two of the following:</b>				
FIN 328	Managerial Finance	3		
FIN 350	Investments	3		
FIN 351	Portfolio Management	3		
<b>At least one of the following:</b>				
ACC 308	Managerial and Cost Accounting	3		
ACC 312	Intermediate Accounting I	3		
ACC 319	Federal Income Tax I	3		
ACC 419	Federal Income Tax II	3		
ECN 325	Money, Banking, and Financial Markets	3		
ECN 337	Open-Economy Macroeconomics	3		
ECN 331	Intermediate Macroeconomics Theory	3		
ECN 351	Price Theory and Managerial Decisions	3		
	<b>TOTAL HOURS FOR MAJOR</b>	<b>51-53 Hrs</b>		
<b>To complete a Management Concentration, choose any three from the following and one at-large AB&amp;F departmental elective. The at large elective can be any course in the department (with prefix: ACC, BUS, ECN or FIN) except ECN 110 &amp; BUS 131:</b>				
BUS 221	Organizational Behavior	3		
BUS 322	Cross-Cultural Management	3		
BUS 326	Human Resource Management	3		
BUS 353	Non-Profit Management	3		
BUS 367	Hotel and Tourism Management	3		
	<b>One of the following may be counted:</b>			
BUS 325	Entrepreneurship	3		
BUS 330	Advertising and Brand Promotion	3		
PSY 305	Industrial/Organizational Psychology	3		
SPE 310	Business and Professional Communication	3		
	<b>TOTAL HOURS FOR MAJOR</b>	<b>51-53 Hrs</b>		
To complete a Marketing Concentration:				
<b>Required Course</b>				
BUS 330	Advertising and Brand Promotion	3		
Choose any three from the following list or choose two from the list and one at-large ABEF elective. The at-large elective can be any course in the department (ACC, BUS, ECN, or FIN prefix) except for BUS 131 or ECN 110.				
BUS 315	Sports Management	3		
BUS 325	Entrepreneurship	3		
BUS 334	Consumer Behavior	3		
BUS 345	Digital Marketing	3		
SPE 220 or SPE 310	Public Relations or Business and Professional Communication	3		
	<b>TOTAL HOURS FOR MAJOR</b>	<b>51-53 Hrs</b>		

If any substitutions or waivers of requirements are allowed, please list below and initial.

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## ACC – Accounting

**ACC 215 Principles of Financial Accounting** (3 hrs.) This course emphasizes principles and procedures involved in the accounting process. An understanding and use of basic accounting data are stressed. The major topics covered include the basic accounting framework, financial statements, current and long-term assets and liabilities and corporate accounting. Offered every semester.

**ACC 216 Principles of Managerial Accounting** (3 hrs.) This course emphasizes principles and techniques used in the managerial accounting process. An understanding of cost behavior, cost determination and budgeting are stressed. Offered every semester. Prerequisites: ACC 215.

**ACC 307 Government and Non-Profit Accounting** (3 hrs.) This course deals with financial accounting and reporting concepts, standards and procedures applicable to (1) state and local government; and (2) non-profit and governmental universities, hospitals and other non-profit organizations. Financial management and accountability considerations peculiar to government and non-profit organizations are emphasized throughout the course. Offered every other fall semester, alternating with ACC 308. Prerequisites: ACC 216.

**ACC 308 Managerial and Cost Accounting** (3 hrs.) A course designed to acquaint students, whether or not they plan to continue accounting studies, with the uses of accounting for business operation and management. The content of the course emphasizes the accounting process in manufacturing organizations. Topics include cost allocation and control, cost systems, budgeting, variance analysis, break-even analysis and problems of alternative choice. Offered every other fall semester, alternating with ACC 307. Prerequisites: ACC 216.

**ACC 312 Intermediate Accounting I** (3 hrs.) A study of the nature, content and interpretation of corporate financial statements. Major topics covered include the conceptual framework of financial accounting, current assets, plant assets, and intangible assets. Offered every fall semester. Prerequisites: ACC 216 or permission of instructor.

**ACC 319 Federal Income Tax I** (3 hrs.) A study of federal income tax laws and their current application to individuals and partnerships, with emphasis on the individual income taxes. Offered every fall semester. Prerequisite: ACC 216.

**ACC 320 Accounting Information Systems** (3 hrs.) This course explores effective and efficient accounting information systems from a user's perspective. Specific coverage is devoted to the areas where the accountant interfaces with the system analyst. Offered every fall semester. Co-requisite: BUS 210.

**ACC 322 Intermediate Accounting II** (3 hrs.) This is a continuation of Intermediate Accounting I. Major topics include current and long-term liabilities (including bonds, pensions, and leases), corporate capital, with special attention to paid-in capital and retained earnings; investments, earnings per share, the statement of cash flows, and full disclosure issues. Offered every spring semester. Prerequisites: ACC 312.

**ACC 418 Advanced Accounting** (3 hrs.) This course is designed to study specialized accounting problems including partnerships, consolidated financial statements, international operations and segment reporting. Offered every spring semester. Prerequisites: ACC 322 or permission of instructor.

**ACC 419 Federal Income Tax II** (3 hrs.) This tax course focuses on corporations, partnerships, trusts and estates. The course addresses C Corporations, S Corporations, Flow-through Entities and partnership capitalization issues. The course utilizes research cases based on revenue rulings to further enhance the learning process. Offered every spring semester. Prerequisites: ACC 319.

**ACC 421 Auditing** (3 hrs.) This is a study of auditing standards, professional ethics, legal responsibility, various types of audits and their uses. A detailed examination of auditing procedures and techniques is made. Case studies are used in the course. Offered every spring semester. Prerequisites: ACC 322.

## BUS – Business

**BUS 131 Intro to Business** (3 hrs.) This introductory course will briefly explore the critical topics of the business environment. Beginning with business trends in the global environment, the course moves through small business ownership and how economics affects business, working with and understanding employees, fundamental marketing, human resource management, and managing financial resources. This is an excellent course to explore the subject matter of the general business world for those who have not done any business courses before and would like to get an introduction to the subject matter or to pursue further studies in the various fields in business administration. This course does not count as an elective in the business administration department and is meant for non-business major students interested in exploring the basics of the major. It will count for credit towards graduation.

**BUS 205 Introduction to Sports Management** (3 hrs.) This course is an introduction to the contemporary world of sport business. The learning objectives of the course will be addressed in three discrete modules over the course of the semester. The first module introduces basic sport management concepts. In this module, students will learn what constitutes managing a sport, how to develop a professional perspective in the sport industry, and basic management concepts and practices in sport organizations. The second module dives deep into various segments of sport management. In this module, students will explore topics specific to sport participation, interscholastic athletics, intercollegiate athletics, professional sport, international sport, and new developments in the sport industry. The final module relates specific to sport business and management concepts. Using the sports industry perspective, many business principles will be covered, such as: marketing, strategic management, communication, sales and revenue generation, facility management and finance.

**BUS 210 Spreadsheet Application in Business** (3 hrs.) This course is designed to enable students to use Microsoft Excel to perform important data analysis and presentation for various business problems and thereby provide essential decision-making support to management. In the first few weeks of the course, students work on developing a functional understanding of Microsoft Excel by learning its basic capabilities for data analysis and presentation. Then the course exposes the students to more advanced data analysis tools in Excel such as Scenario Manager, Data Tables, Solver, etc. for a more complicated and comprehensive analysis of business problems. In the later part of the course, students learn to use Excel for important statistical analysis including descriptive statistics, regression analysis, randomized experiments, forecasting, etc.

**BUS 220 Fundamentals of Management** (3 hrs.) An introduction to the basic concepts of management and organization. A review of the historical development of management practices will precede the core areas of study, which include the processes of decision making and planning in organizations, concepts of organization design, measurement and control of organizational performance, and leadership and the direction of human activity. Case studies of actual organizations are used.

**BUS 221 Organizational Behavior** (3 hrs.) This course explores management practice in the workplace with an emphasis on the dynamics of individual and group behavior. Topics include organizational structure and design, managing in a global context, conflict in organizations, organizational culture, decision-making, group dynamics, and other contemporary issues in organizational behavior.

**BUS 223 Business Law** (3 hrs.) This course is designed to provide an understanding of rights, duties, and liabilities in business transactions. Topics covered include contracts, agency and employment, negotiable instruments, personal property, bailments, sales of goods, partnerships, corporations, real property and leases, insurance, security devices, bankruptcy, trusts, estates, and government agencies and regulations.

**BUS 250 Principles of Marketing** (3 hrs.) A survey of current concepts in marketing theory. Topics include the theory of exchange; product characteristics; channels of distribution; sales, promotion, and price policy; marketing research; and the "marketing concept."

**BUS 305 Industrial-Organizational Psychology** (3 hrs.) This course applies the principles of psychology to work and other organizational settings. It presents both traditional industrial applications (personnel selection, job design, training, and performance evaluation), more recent perspectives on organizational performance (group dynamics, romance in the workplace, leadership, problem solving, organizational design, organizational development, and organizational culture and socialization), recent work in ergonomics and engineering psychology, and consumer psychology. Offered occasionally. Prerequisites: PSY 112 or 113.

**BUS 315 Sport Promotion and Sales Management** (3 hrs.) This course is designed to give the student hands on experience with a professional or non-profit sports enterprise. Working with local and regional organizations, the students will develop a marketing or promotion plan or design and perform a research project. This is the capstone course for the Sports Management major. Prerequisites: ACC215, BUS 205, BUS220, and BUS250.

**BUS 322 Cross Cultural Management** (3 hrs.) This course explores ethnic, behavioral, demographic, and religious dimensions to show how cultural factors affect behavior in the US workplace and how cultural behavior affects managerial action. Within a guiding framework of contemporary management practice, particular emphasis is focused on dispelling stereotypical thinking, and identifying the interpersonal skills needed to be a successful and effective manager with a diverse workgroup. Prerequisite: BUS 220.

**BUS 325 Entrepreneurship** (3 hrs.) This course is designed to develop an understanding of the environment within which small business concerns function. The practical application of business theory will be stressed. Topics include areas of management, advertising, marketing research, customer credit, financing, and personnel. Prerequisites: ACC 215 and BUS 250.

**BUS 326 Human Resource Management** (3 hrs.) A review of the human resource management function in which the practices and underlying theory of the procurement, development, and the maintenance of the individual in an organization will be examined. The basic issues of employee satisfaction and employee productivity will be analyzed throughout the course. Cases will be utilized to explore the various concepts introduced. Prerequisites: BUS 220 or BUS 221.

**BUS 327 Operations Management** (3 hrs.) This course covers basic concepts, practices, and current themes of Operations Management in both production and service industries. Students learn how to make operations decisions such as those relating to capacity planning, inventory management, quality control, facility layout, and product design. Analytical and qualitative tools, as well as key metrics, are applied to real life and realistic problems. The class also emphasizes the interrelatedness and complexity of real-life operations and their place in strategic, global, and ethical contexts. Prerequisites: MAT 114, BUS 210.

**BUS 330 Advertising and Brand Promotion** (3 hrs.) This course examines the role of advertising in marketing and in society. Topics include communication theory, deception, regulation, the advertising campaign, message tactics, and media tactics. Prerequisites: BUS 250.

**BUS 334 Consumer Behavior** (3 hrs.) A detailed study of the forces that shape the process of consumer motivation and decision-making. Topics include theoretical models of consumer choice processes and the influences of culture, lifestyle, and demographics on the consumer. Marketing strategy formulation will be stressed. Prerequisites: BUS 250.

**BUS 337 Labor Relations** (3 hrs.) This course will examine the evolution of the labor movement since the mid-nineteenth century, particularly labor-management relationships. Topics covered will include: labor laws and other legal influences, union organizing, collective bargaining negotiations, administration of contracts, grievance processing, organizations' and unions' adaptation to the changing environment of the 1990s and the future. Prerequisites: BUS 220.

**BUS 345 Digital Marketing (3 hrs.)** This course is designed to provide knowledge and awareness of the digital marketing techniques needed for successful marketing campaigns in a digital economy. In addition, the course will also provide the students with a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping them with the skills they'll need to become a successful digital marketer. Prerequisite: BUS 250. Course offered every year in fall.

**BUS 353 Non-Profit Management** (3 hrs.) This course emphasizes a research experience that produces a business plan for a new nonprofit organization. Students will work in small groups and choose projects from various nonprofit ventures designed by the instructor that will produce workable operating plans to manage such nonprofit organizations. Students should expect a high level of interaction with the instructor, their fellow group members, and other students in the class as research results and methods are shared and analyzed. Classwork on the project will be supplemented with appropriate lecture and discussion topics relevant to understanding nonprofit organizations and how to manage them. Additionally, this course is meant to provide a capstone experience for the Nonprofit Management Certificate. This course also qualifies as an elective in the ABEF department and as an elective for the Management Concentration of the Business Administration degree. Prerequisites: BUS 220 or BUS 221 or BUS 250.

**BUS 360 Decision Making** (3 hrs.) This course studies how human beings make decisions, and how those decisions can be predicted, modeled, and improved. It covers a selection of behavioral and quantitative tools and perspectives, such as utility theory, risk preferences, decision trees, influence diagrams, value of perfect and imperfect information, linear programming, sensitivity analysis, what-if and scenario analysis, multicriteria decision making, and group decision making. This course can fulfill the analytical requirement of the Business major (as an alternative to BUS 327 and ECN 351).

**BUS 364 Introduction to Qualitative Research** (3 hrs.) This course explores the foundations and methodology of naturalistic inquiry. Topics include an examination of contemporary qualitative research paradigms, methodology, personal interviewing, interview guides and question construction, performing observations, focus groups, protection of subjects and privacy, and coding and analysis of data. Students will perform interviews and observations, code and analyze data, and participate in a group doing an open-ended qualitative survey project. Prerequisites: BUS 220 or BUS 221 or BUS 250.

**BUS 367 Hotel & Tourism Management** (3 hrs.) This course provides an in-depth look at hospitality operations in the general context of the tourism industry. Topics include an overview of the tourism industry, lodging operations, and food and beverage operations, as well as an examination of the duties of the hotel general manager, revenue management, the front office, and housekeeping. Students should expect a combination of textbook based assignments, drop box assignments involving online articles, discussion forum postings and responses, as well as online exams based on the lecture material and course readings. Prerequisites: BUS 220 or BUS 250 or ECN 212.

**BUS 450 Business Strategy** (3 hrs.) A course for second-semester seniors in which principles and theories of management, marketing, accounting, finance, and economics are used to analyze comprehensive case studies. A model for company-wide strategy planning will be studied. Prerequisites: ACC 215 and 216; BUS 220, 250 and 318; ECN 211 and 212.

## ECN – Economics

**ECN 110 Introduction to Economics** (3 hrs.) This introductory course will briefly explore the historical foundations of economics systems including the foundation of private property rights, the emergence of capitalism and market-based economy, and its rise in different forms in the US and around the world. The course will then move to the study of microeconomic topics such as scarcity, theory of markets and effects of the market structures on the resource allocation and social welfare. After exploring markets and market structures, the course will move into topics from macroeconomic such as measurements of an economy, basic classical and Keynesian theory and the macroeconomic tools of fiscal and monetary policy. Finally, this course will conclude with a look at the economics of international trade, and exchange rates. This is an excellent course to explore subject matter of economics for those who have not done any economics before and would like to get an introduction to its subject matter or to pursue further study in business and economics.

**ECN 211 Principles of Macroeconomics** (3 hrs.) An introductory course that examines, in an international context, the causes and consequences of economic growth, inflation and unemployment, and how government fiscal and monetary policies affect macroeconomic outcomes. Prerequisite: MAT 114 or MAT 122 or MAT 124.

**ECN 212 Principles of Microeconomics** (3 hrs.) An introductory course to acquaint the student with consumer choice, the market system, resource allocation, and the decisions of firms in markets with varying degrees of competition with applications relating to public policy. Prerequisite: MAT 114 or higher.

**ECN 308 Economics of Industrial Organization** (3 hrs.) In this course students will study business firms' behavior under different market structures. The course studies behavior of firms: their strategy, performance, and interactions under various market conditions and levels of competition. It explains and studies reasons behind business practices such as mergers, acquisition, price discrimination, advertising, product selections, innovations vertical restraints, cartels and exclusionary conducts. It also explains why there are economic regulations, such as antitrust and other industrial regulations. This course will introduce game theory as a tool of economic analysis. Prerequisites: ECN 212 and either MAT 122 or MAT 124 or permission from instructor. Basic understanding of principles of microeconomics, algebra, and calculus is necessary and these will not be reviewed in the class.

**ECN 310 International Trade and Finance** (3 hrs.) Studies international movements of goods and services and monetary flows. Covers international trade theory, trade policy, institutional evolution of the world economy, balance of payments and exchange rates. Prerequisite: ECN 211 and ECN 212.

**ECN 316 Public Finance** (3 hrs.) Examines the role of government in a market system and develops the tools necessary to evaluate government policies. Explores the development and growth of the public sector of the economy, the theory and character of public revenue, expenditure, and debt; studies the use of public finance to achieve economic stability, promote economic growth, and effect other social goals; and examines federal, state, and local taxes, expenditure, and administration. Offered every other spring semester. Prerequisites: ECN 211 and 212.

**ECN 325 Money, Banking, and Financial Markets (3 hrs.)** A study of the roles of the financial sector and of monetary policy on the economy. Explores essential features of financial markets; discusses concerns of bank managers in making investment choices; examines the roles of the Federal Reserve and banks in the money supply process; explores the importance of money in the economy; and examines the importance of exchange rate movements in international investing. Prerequisite: ECN 211.

**ECN 331 Intermediate Macroeconomic Theory** (3 hrs.) This course provides a working understanding of the economy as a whole in an international context. It examines the relationship between such measures of aggregate economic activity as income, unemployment, inflation and interest rates. It develops models of economic activity and uses them to analyze the effects of changes in the economic environment, private behavior and government policy. It also evaluates the potential for government fiscal and monetary policies to affect economic activities. Prerequisite: ECN 211, ECN 212 & MAT 114 or MAT 122 or higher.

**ECN 334 Economic Development** (3 hrs.) This course examines the concept and measurement of development, the main factors that prevent development from taking place, alternative approaches to guiding development, and how development can be made sustainable. It investigates how human resources are transformed in the process of economic development and how that transformation contributes to the development process itself. It discusses how capital is mobilized and allocated for development purposes. It also explores the importance of agriculture, primary production, and industrial development, and analyzes the macroeconomic management of a developing economy open to world markets. Offered every other fall semester. Prerequisites: ECN 211.

**ECN 337 Open Economy Macroeconomics** (3 hrs.) This is an applied macroeconomics course, where students will be exposed to the theories of open market international aspects of finance and macroeconomics. The course will investigate modern monetary and exchange rate relationships between countries. We will analyze the balance of payments of countries, understand the issues related to international capital flows, and explain how exchange rates are determined. In addition, the standard aggregate supply and demand and the IS-LM models will be expanded to open market economies. Prerequisites: ECN 211, ECN 212.

**ECN 351 Price theory and Managerial Decisions** (3 hrs.) An intensive study of the tools which economists use to analyze the allocation resources among alternative uses. Topics discussed include consumer demand (consumer's choice); the determinants of price, output, and employment in various market situations (production and markets); the effects of imperfect competition on resource allocation; and it will then use the concepts to examine business decision techniques. Special emphasis will be placed on the statistical derivation and interpretation of demand and cost curves, and decision making under uncertainty. Prerequisites: ECN 212, MAT 114 and MAT 122.

**ECN 355 Research Methods for Business and Social Sciences Applications** (3 hrs.) This course provides the students with an overview of research methods that are commonly used to support economic, business, public policy research and decision-making. The course emphasizes business and social sciences applications. This course will enhance students understanding of quantitative, statistical and qualitative methods used in business, economics and other social sciences. Students will learn survey methods, sampling and probability distribution, statistical inference, multiple regression technique, time-series analysis and forecasting, and analysis of multivariate system using matrices such as input-output model, activity analysis, and simple linear programming. This course is writing intensive. Prerequisite: MAT 114, BUS 210, ECN 211, ECN 212, or Permission from instructor.

**ECN 360 Mathematical Economics** (3 hrs.) This course gives students majoring in economics and business a sound grounding in mathematical economics that has become indispensable for proper understanding of the current economics and business literatures. The course provides an introduction to a wide array of mathematical techniques used in solving economic problems and developing economic theories. Students will learn and apply integral and differential calculus, differential equations, linear algebra to study and explore economic optimization, static equilibrium analysis, linear economic models, and economic dynamics. The course will provide students an excellent grounding to work in applied and theoretical economics, econometrics and economic modeling. Prerequisites: MAT 124, MAT 215, and ECN 331, or permission from the instructor for students with strong mathematics background (such as seniors with Math majors or Economics majors who have combined GPA above 3.5 in MAT 122 and ECN 355).

**ECN 362 Sports Economics** (3 hrs.) This course introduces students to how economic concepts apply to the business and practice of sports. The sports world is filled with empirical evidence that illustrates economics in action and allows for testing economic theories. Basic economic models will be applied to evaluate professional and amateur sports. We will investigate topics such as the league structure, labor-relations, incentive structures, salary caps, stadium financing, etc. In addition to our attention to professional sports, we will also spend a portion of our time on college athletic programs. By the end of the course, students should be able to distinguish the sports industry from most other types of business industries. Prerequisites: MAT 114, MAT 122 or higher, and ECN 212.

**ECN 364 Labor Economics** (3 hrs.) This is an applied microeconomics course, where students will be exposed to the theories of the labor market and the effects of various government policies on the labor market in the U.S. Socioeconomic issues such as legal and illegal immigration, race and gender discrimination will be investigated in the course. Essentially, students will be using microeconomic economic theories to analyze the determinants of labor demand, labor supply, the causes and effects of wage differential, unemployment and labor unions. Complex topic of worker's compensation and wage structure will also be explored. Prerequisites: ECN 212 and MAT 124 or higher.

**ECN 367 Econometrics** (3 hrs.) An intensive study of the use of multivariate linear regression techniques applied to the estimation of economic relationships. This study will include the assumptions of the statistical model, how to recognize when these assumptions have been violated by the economic model or the data, and what corrective procedures are appropriate. Also discussed will be methods for checking forecast accuracy in advance of the forecast period and simultaneous equation estimation procedures. Prerequisites: ECN 355 or MAT 313 and ECN 110 or both ECN 212 & 211 or permission of instructor.

**ECN/ENV 377 Environmental and Resource Economics** (3 hrs.) This course will introduce students to the theories and methods used to understand and evaluate environmental problems and policies. The class will provide students the much-needed exposure to the non-competitive markets, the methods to analyze such markets, and the effects of these markets on economic institutions. The objective of this course is to introduce students to theories and methods used to understand and evaluate the environmental problems and policies. We will start with concepts of externalities, public goods, property rights and why markets could fail in these cases. Policies to correct market failure in domestic and international situations will be examined. Students will explore the common property problem in case of renewable resources and the public policies used to correct the problem. Prerequisites: MAT 122 or MAT 124, and ECN 212.

**ECN 425 Senior Seminar** (3 hrs.) This course provides the capstone experience in economics. Students will learn how to apply knowledge gained in economics courses to further their understanding of contemporary economic issues. The course provides a review of intermediate macroeconomics, price theory and econometrics. Students will complete a senior thesis which provides an opportunity to conduct original research on an economic or interdisciplinary issue. Students will present and discuss their research results in class throughout the semester. Prerequisites: Senior standing, ECN 331, (ECN 367 or ECN 355), and at least two economics electives or consent of instructor.

## **PSY – Psychology**

**PSY 112 Psychology as a Natural Science** (3 hrs.) An introductory analysis of mental processes and behavior from the perspective of natural science. Includes such topics as the nervous system, sensation and perception, animal and human learning, cognition, memory, and intelligence. Includes a computer-based laboratory designed to explore methodology and key concepts. Offered every semester.

**PSY 113 Psychology as a Social Science** (3 hrs.) An introduction to human behavior and mental processes from the social science perspective. Includes such topics as social inference, interpersonal relations, cognitive and social development, personality structure and function, motivation and emotion, stress and adjustment, abnormal behavior, and psychotherapy. Includes a computer-based laboratory designed to explore further course topics. Offered every semester.

**PSY/EDU 221 Educational Psychology** (3 hrs.) The application of psychological principles of learning, cognition, and child and adolescent development to the educational process in elementary and secondary schools. Topics include the impact of psychological knowledge on student learning, teaching, motivation, management of the classroom, and assessment of student learning. Offered every spring.

**PSY 231 Sports Psychology** (3 hrs.) An examination of the psychological factors influencing participants and, to a lesser extent, spectators in sport. Topics include the use of behavioristic principles to develop skills, and the effects of causal attribution, attention, anxiety, coaching strategy, and imagery on athletic performance. Additional special topics include audience effects, children in sports, and the psychological benefits of exercise. Offered every fall.

**PSY 270 Research Tools** (3 hrs.) A hands-on exploration of how the psychologist uses the computer to search for literature, analyze data, and report results. Through a series of exercises using primarily PC computers in the psychology laboratory, students learn how to use the Internet to search for previously published research, how to locate and use electronic literature, how to use statistical packages such as Jamovi, and how to generate graphs and other APA style documents. Prerequisites: PSY 112, PSY 113, and MAT 114. Offered every fall.

**PSY 274 Methods in Experimental Psychology** (3 hrs.) An examination of experimental methods and designs utilized in laboratory research. Topics include the assumptions of science, hypothesis formation, statistical analysis of data, and assessment of theory. Also, technical skills associated with reading literature and presenting findings using APA-style elements are emphasized. MAT 114 Elementary Statistics is recommended but not required. Offered one semester a year. Prerequisites: PSY 112 and 113. Offered every spring.

**PSY 290 Biological Psychology** (3 hrs.) An exploration of the relationship between human behavior and biology. Basic material on genetics, neuroanatomy and neurophysiology is included, although the focus of the course is behavioral and mental phenomena that can be understood better via an analysis of brain function. Topics covered are: vision, learning, memory, motivation, emotion and abnormal behavior. Offered once every two years. Prerequisites: PSY 112 or BIO 114. Offered every odd spring.

**PSY 301 Human Sexual Behavior** (3 hrs.) The focus of this course is on the scientific study of human sexual behavior. Current research findings are presented and discussed in class. Topics include: Human anatomy and sexual functioning, pregnancy/childbirth, sex education, sexual and gender expressions, intimate relationships, as well as sexual problems, infections, and sex therapy. Students will discuss and process their own beliefs, attitudes, and assumptions about sexuality through in-class discussion and assignments. Offered occasionally. Prerequisites: PSY 112 or 113.

**PSY 305 Industrial-Organizational Psychology** (3 hrs.) This course applies the principles of psychology to work and other organizational settings. It presents both traditional industrial applications (personnel selection, job design, training, and performance evaluation), more recent perspectives on organizational performance (group dynamics, romance in the workplace, leadership, problem solving, organizational design, organizational development, and organizational culture and socialization), and recent work in ergonomics and engineering psychology. Offered occasionally. Prerequisites: PSY 112 or 113.

**PSY 310 Social Psychology** (3 hrs.) A survey of the field of social psychology emphasizing social cognition and inference, patterns of interpersonal relationship, the development and change of attitudes, and group structure and function. Offered every fall. Prerequisites: PSY 113.

**PSY 311 Social Psychology Laboratory** (1 hr.) Optional laboratory to accompany PSY 310. Offered every fall. Prerequisites: PSY 113 and either PSY 270 or PSY 274.

**PSY 312 Developmental Psychology** (3 hrs.) A survey of cognitive, emotional, social, and physical development across the lifespan, including the identification of general trends and individual differences in developmental patterns. Offered every fall. Prerequisites: PSY 112 or 113.

**PSY 313 Developmental Psychology Laboratory** (1 hr.) Optional laboratory to accompany PSY 312. Offered every fall. Prerequisites: PSY 113 and either PSY 270 or PSY 274.

**PSY 315 Psychology of Personality** (3 hrs.) A survey of the field of personality, emphasizing historical theories of personality, including those of Freud, Jung, Adler, Rogers, Maslow, and others, modern theoretical approaches including trait theory, the self, person-situation interactions, emotion and motivation, and basic methods of investigation. Offered every odd spring. Prerequisites: PSY 113.

**PSY 316 Personality Laboratory** (1 hr.) Optional laboratory to accompany PSY 315. Offered every odd spring. Prerequisites: PSY 113 and either PSY 270 or PSY 274.

**PSY 320 Memory and Cognition** (3 hrs.) An investigation of theories and research dealing with cognitive structure and processes. Such topics as long- and short-term memory, forgetting, iconic and echoic storage, concepts, heuristics, and problem solving are included. Offered every even spring. Prerequisites: PSY 112 or 113.

**PSY 321 Memory and Cognition Laboratory** (1 hr.) Optional laboratory to accompany PSY 320. Offered every even spring. Prerequisites: PSY 112 and either PSY 270 or PSY 274.

**PSY 330 Addictive Disorders** (3 hrs.) This course will integrate biological, psychological, social and cultural aspects of the use and abuse of a wide variety of psychoactive substances ranging from caffeine to alcohol to heroin. The course will focus on the nature of and criteria for diagnosing substance use disorders (SUDs), and predictors of SUDs. Existing and new/emerging approaches to treatment (medications, counseling, support groups) will also be discussed and explored in class, with a strong focus on reading, understanding, and critiquing original peer-reviewed research on SUDs and their treatment. Offered occasionally. Prerequisites: PSY 274 or PSY 290 or BIO 107 or BIO 114.

**PSY 340 Forensic Psychology** (3 hrs.) This course will explore the basic principles surrounding the interaction of psychology and the legal system. Forensic Psychology's foundation is within the rubrics of psychological, political science and sociological principles. It is inherently an interdisciplinary course due to its interaction between several fields of learning. Students will learn about several areas within forensic psychology including, but not limited to, what forensic psychology entails, the roles of forensic psychologists, use of psychology in the selection of law enforcement, techniques in criminal investigation, risk assessment, child custody cases, interrogation and confessions, insanity and competency to stand trial, and death penalty trials and appeals. Discussions regarding the cooperative and conflicting nature of the relationship between the legal system and psychology will be prevalent. Offered occasionally. Prerequisites: POL 112, POL 211, PSY 113, or SOC 111.



**PSY 364 Stereotyping, Prejudice, and Group Conflict** (3 hrs.) This course uses experimental social psychology as the foundation to explore the affective, behavioral, and cognitive processes associated with group interaction and conflict. Utilizing an interdisciplinary perspective, it will integrate psychological, sociological, political, historical, and security-related approaches to understanding stereotypes, prejudice, and discrimination on a local and global scale. Offered occasionally. Prerequisite: PSY 113.

**PSY 390 Abnormal Psychology** (3 hrs.) This course explores the psychological, cultural, and social factors involved in defining patterns of thought and behavior as abnormal with a focus on mental/psychiatric disorders as defined by the Diagnostic and statistical manual. A strong emphasis is placed on understanding scientific research on predictors of and biological psychological treatments for a wide range of mental disorders (mood, anxiety, personality, substance use, eating/body image, dissociative, psychotic and sexual disorders). Offered every spring. Prerequisite: PSY 113.

**PSY 391 Abnormal Psychology Lab** (1 hr.) Optional laboratory to accompany PSY 390. Offered every spring. Prerequisites: PSY 113 and either PSY 270 or PSY 274.

**PSY 398 Independent Study** (1-4 hrs.) This course gives the psychology major an opportunity to increase his/her/their understanding of psychology as a discipline through a program of individual research supervised by a faculty member. The course may be repeated with change of topic. Enrollment by permission of the instructor. Offered occasionally.

**PSY 405 International and Cross-Cultural Psychology** (3 hrs.) Utilizes an interdisciplinary perspective to focus on a contemporary challenge facing our world: the need to understand persons from different cultures as the globalization of our communications and commerce forces close contact with persons who have a different cultural background from our own. The course includes a cross-cultural examination of many of the basic topics in the field of psychology such as sensation-perception, gender, personality and abnormal. Also focuses on cross-cultural behavioral expectations and fosters development of the skills needed to evaluate a situation and determine the behavioral rules existing in that situation. Offered occasionally. Prerequisites: PSY 113 and one of the following: HIS 334, 356, HUM 277, 278, 294, GTS 201, PHL 102, POL 212, REL 102, SOC 111, WGS 210.

**PSY 412 Counseling Theories and Methods** (3 hrs.) An introduction to the major theories of counseling and psychotherapy, current issues in the field, and applications for specific groups and settings. The course includes both theoretical and experiential components. Offered occasionally. Prerequisites: PSY 113.

**PSY 418/SOC 318 Adult Develop & Aging** (3 hrs.) An investigation of theories and research in adult development, from young adulthood to old age. Emphasizes gains and losses in cognitive, social, emotional, and physical development as well as death and grieving. Offered occasionally. Prerequisites: PSY 112, 113, or SOC 111.

**PSY 422 Psychology Seminar** (3 hrs.) Discussions, readings, and individual papers based on special problems in psychology. Offered every spring. Prerequisites: PSY 112, PSY 113, and either PSY 270 or 274.

**PSY 430 Pre-Thesis** (3 hrs.) The first course in a two-semester sequence for students wishing to complete a senior thesis. Students will be asked to complete an extensive literature review of a topic approved by their thesis advisor. Offered every spring. Prerequisites: PSY 112, PSY 113, and either PSY 270 or PSY 274.

**PSY 431 Senior Thesis** (3 hrs.) The senior thesis is a report of extended library research and an experimental study focusing on a topic chosen by the student and approved by a sponsoring member of the department. Library research is performed during enrollment in pre-thesis and the experimental project is executed while taking this course. Offered every fall. Prerequisites: PSY 112, PSY 113, PSY 270 and 274, completion of PSY 430 with a C or higher, and senior standing.

## SPE – Speech

**SPE 101 Introduction to Speech Communication** (3 hrs.) This course provides an overview of the speech communication discipline with an emphasis on public speaking. The class includes experiential and theoretical explorations of public speaking, group dynamics and interpersonal communication.

**SPE 203 Interpersonal Communication** (3 hrs.) A skills and theory examination of communication within human relationships. The class covers communication-related areas of self-concept, self-disclosure, perception, semantics, nonverbal communication, listening, defensive communication and conflict resolution.

**SPE 220 Public Relations** (3 hrs.) Introduction to concepts, techniques, and application involved in researching and planning programs in public relations. Such programs are designed to influence public opinion and human behavior. Students should be able to define public relations, understand PR's historical perspective, and apply relevant information toward participating in a PR campaign. Offered every other spring semester. No prerequisite, but ENG 260 and SPE 101 are strongly recommended.

**SPE 303 Communication in Relationships** (3 hrs.) This course examines in-depth views of various communication theories in dyadic relationships. Issues covered include content and relational aspects of messages, analysis of relationship stages and communication competence. Prerequisites: a grade of C or better in SPE 203 and sophomore standing.

**SPE 310 Business and Professional Communication** (3 hrs.) The capstone course for Business Communication majors covering theoretical and experiential concepts and techniques of communication in professional situations. Includes units in interviewing, persuasion and organizational communication. Prerequisites: completion of SPE 101 with grade of C or better and junior standing.

**SPE 398 Independent Study** (3 hrs.) This course permits additional study in areas of communication that are not covered by regular course listings. The precise topic is defined by the student and instructor and is taught on a research-tutorial basis. Prerequisites: completion of SPE 101 or 203 with a grade of C or better.