

# Business

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**Academic Departments.** The College of Business includes the following academic departments. Information about degrees and curriculum options are listed in the departmental sections of this catalog.

**Accountancy, School of**  
**Business Administration**  
**Business Information Systems**  
**Economics**

(jointly administered with the College of Agriculture)

**Management and Human Resources**

**Interdisciplinary/College Programs.** The College of Business offers the following programs in addition to those offered by academic departments. Detailed descriptions of these programs are provided in this section of this catalog and in the separate *Master of Business Administration (MBA)* section.

**Business Minor**  
**Dual Major and Second Bachelor's Degree in Business**  
**International Business Minor**  
**Master of Business Administration (MBA)**

**Nondegree and Other Programs.** A wide variety of seminars and development programs are sponsored by academic departments and other units of the college. For example, *Business Relations* offers annual seminars in accounting, banking, customer service and marketing, human resources, international business, management information systems, and quality and productivity. The *Management Institute* meets the unique continuing education needs of a specialized segment of the population: supervisors, managers, and executives who provide leadership and direction for both private and public sector organizations. The *Small Busi-*

*ness Development Center* provides a variety of specialized diagnostic, consultative, manpower development, and industrial development services to individual businesses.

**Accreditation.** All bachelor's and master's degree programs in business are accredited by AACSB International—The Association to Advance Collegiate Schools of Business. This association is the professional accrediting agency in business. Accreditation by AACSB International facilitates transferability of credits to other institutions and acceptance of the credentials of graduates by the business community.

## Objectives

The college is engaged in the following three primary areas of activity: **education**, **outreach**, and **research**.

The college's **educational objectives** emphasize preparation for professional careers in business. The managerial and technical skills associated with such preparation may also lead to careers in other types of organizations, such as health service, government, and education. This preparation is directed at both entry-level and mid-career qualifications. Thus, students can be immediately productive on a new job assignment and at the same time have the depth and breadth of education to assume increasing responsibilities. Additionally, experienced managers and business people can learn needed new capabilities and renew their educational backgrounds with college programs. Besides its career orientation, the College of Business educational objectives include a commitment to enhancing the lifelong learning opportunities for responsible citizenship and personal satisfaction where economic and business dimensions are critical ingredients.

In implementing its **outreach objectives**, the college extends its resources and services to off-campus patrons by offering distance education programs and classes, participating in Continuing Education Centers, and by conducting on-site visits to individual firms and organizations, thereby enhancing the quality of life and economic well-being of citizens of the state.

The college is committed to an aggressive program of basic and applied **research** to insure the continued enlargement of the base of understanding about business, government, and other complex institutions; about the processes of managing; and about the economic foundations upon which they function.

## Undergraduate Programs

### Admission and Graduation Requirements

**Freshman Admission.** Students may be admitted directly into the College of Business as incoming freshmen if they have less than 24 earned post-high school college credits and if all of the following conditions are met: (1) admitted to Utah State University; (2) designated a College of Business major on USU application or submitted a College of Business application to the College of Business Career and Education Opportunities Center; (3) ACT Composite of 24 or higher; and (4) high school GPA of 3.5 or higher.

All admitted freshmen, regardless of declared College of Business major, must first complete the following four courses, or their equivalents, with a *C* grade or better in each course, as prerequisites to College of Business courses numbered 3000 and above: ECON 1500, Introduction to Economic Institutions, History, and Principles; MATH 1100, Calculus Techniques; STAT 2300, Business Statistics; and PSY or SOC 1010, General Psychology or Introductory Sociology.

**Non-Freshman and Transfer Admission.** USU students and transfer students from other accredited colleges and universities may be admitted directly to any College of Business major if they have met the following conditions: (1) admitted to Utah State University; (2) earned 24 or more post-high school college credits with 3.5 GPA or higher; and (3) designated a College of Business major on USU application (transfer students) or submitted a College of Business application to the College of Business Career and Education Opportunities Center (USU continuing students).

Admission for students not meeting the above conditions is competitive based on available space in the College of Business. Application forms, available at the College of Business Career and Education Opportunities Center, may be submitted after completion of at least 24 credits of coursework, including the pre-business course requirements, or equivalent, with a *C* grade or better. An essay will also be required.

**Pre-Business Course Requirements (13 credits).** Applicants will be ranked according to an Application GPA that is calculated as follows: one-third weight on 13 credits earned in four required courses (ECON 1500, MATH 1100, STAT 2300, and PSY or SOC 1010); one-third weight on last 24 credits earned; and one-third weight on overall GPA. Essays will be evaluated by the admissions screening committee.

Grades for courses which have been repeated will be discounted one step each time courses are repeated for the College of Business Application GPA (e.g., *A-* to *B+*). Students may not repeat a course *more than twice*, and may have *no more than 10 repeats in total* to earn a degree. (College of Business courses are limited to one repeat.)

**Matriculation Requirement.** No more than 15 USU College of Business credits (ACCT, BA, BIS, BUS, MHR), numbered 2000 and above, earned as a nonbusiness major (before acceptance into the College of Business) can be applied to a College of Business degree. More than 15 business credits can be transferred from other accredited institutions. However, additional USU credits added to previously earned transfer credits may not exceed 15.

**Enrollment Restrictions.** Admission to the College of Business does not ensure access to the courses required for graduation. The following admission requirements must be met by all USU students:

1. There are no restrictions on 1000-level courses.
2. ACCT 2010, 2020, MHR 2990, and BIS 2450, 2550 require as prerequisites at least 15 credits of completed college-level work, an overall GPA (transfer credits included) of at least 2.50, and MATH 1050 or equivalent. In addition, BIS 2450 requires the CIL exam or equivalent.
3. All 3000-, 4000-, and 5000-level courses in the College of Business are restricted to students admitted to the College of Business or another USU major with an overall GPA of at least 2.67 and completion of at least 40 credits.

4. MHR 4880 and 4890 require completion of at least 84 credits for admission.
5. A GPA of at least 2.50 is required in the College of Business Core and in all University courses taken.
6. College of Business courses may be repeated only once.
7. Many College of Business courses have prerequisites and other restrictions requiring adherence. Before registering for courses within the College of Business, students should refer to course listings in this catalog or consult with their advisor to ensure they have completed the necessary prerequisites.

**University Studies Requirements.** All freshmen-level students who enter USU Fall of 1998 and thereafter will be required to meet the University Studies requirements. Students who have received an Associate of Arts/Science degree from a college or university in the Utah System of Higher Education or from a school with which USU or the College of Business has an articulation agreement will be considered to have fulfilled the General Education portion of the University Studies requirements, *but must still complete the Depth Education portion*. It is recommended that all business students visit with an advisor in the Career and Education Opportunities Center, Business 310A, to clarify their specific requirements in this area. Additional information about these requirements is available on pages 42-49 of this catalog.

**USU Courses and Business Courses.** At least 30 of the last 60 semester credits must have been completed at USU, 10 of which must be included within the last 40 credits presented for the bachelor's degree. This includes credits earned through classes offered at the Logan campus, at designated centers, or by USU's distance education programs.

**Optional P/D+, D, F Grade Restriction.** This option (see the USU "Grading Policy," page 36) is not available for any required courses for majors and minors in the College of Business.

**College of Business Stop-out Policy.** Students having a break in attendance of College of Business programs in excess of one year will be subject to the college and departmental requirements in effect at the time of their return.

**Graduation.** Students must satisfy all University, college, and departmental major requirements to be eligible for graduation. Refer to appropriate sections of this catalog for details.

### **Minor in Business**

The college offers a minor for nonbusiness majors consisting of the five courses listed below. This minor is designed to develop a general background and perspective in business. Completion of this minor will acquaint students with each business discipline. Advisement for the minor in business is through the College of Business Career and Education Opportunities Center in Business 310A. An overall minimum GPA of 2.50 is required for the five courses. Students are responsible to complete prerequisite courses where applicable. Required courses for the minor in business include ACCT 2010; BA 3400 or 3460; BA 3500; MHR 3110; and one of the following courses: ECON 3400, MHR 2990, or BIS 3100.

### ***Minor in International Business***

Both College of Business majors and nonmajors are eligible to receive the International Business Minor. This minor is designed to develop a general background and perspective in business. All students who plan to pursue this minor receive academic advisement from the College of Business Career and Education Opportunities Center in Business 310A. This minor consists of four courses selected from a group of six courses (listed below) and completion of either a Language Competency Option or a Regional Studies Option. Four of the following seven courses are required as part of this minor: BA 4300 (International Finance), BIS 4550 (Principles of International Business Communications), BIS 5700 (Internet Management and Electronic Commerce), ECON 3400 (International Economics for Business), ECON 5150 (Comparative Economic Systems), MHR 3820 (International Management), and MHR 4890 (Business Strategy in a Global Context). Information about the Language Competency and Regional Studies Options is available in the Career and Education Opportunities Center, Business 310A.

### ***Minors in Other Business Subjects***

Minors are available in other business subjects, as indicated in departmental sections of this catalog.

### ***Dual Major and Second Bachelor's Degree***

The College of Business offers both a dual major and a second bachelor's degree—Bachelor of Science (BS) or Bachelor of Arts (BA)—in Business. This particular option requires a broad course distribution among the departments of the college. It is, therefore, administered by the college, rather than by a specific department. Requirement information is available in the College of Business Career and Education Opportunities Center, Business 310A.

For requirement information concerning other second bachelor's or dual major degrees having specialization within the college, see departmental sections of this catalog.

### ***College of Business Sponsored Student Organization***

**Phi Beta Lambda (PBL)** is a cocurricular student organization. The organization's goal is to provide opportunities to develop business career competencies and to promote civic and personal responsibility. Membership is open to all students interested in business.

### ***Other Professional Student Organizations***

The following student organizations are sponsored by College of Business departments and are available for membership, depending upon student objectives and qualifications.

**American Marketing Association (AMA):** Organization for marketing and marketing education majors.

**American Production and Inventory Control Society (APICS):** Professional society for production majors.

**Beta Alpha Psi:** Honorary professional accounting fraternity.

**Beta Gamma Sigma:** Honorary business fraternity. (See page 71 for further information.)

**Association for Systems Management (ASM):** Organization for students planning careers in information processing and information systems management.

**Delta Pi Epsilon (DPE):** National graduate honorary fraternity in business education.

**Delta Epsilon Chi (DEX):** Co-curricular organization for marketing education and marketing majors.

**Economics Club:** Organization for students majoring in economics.

**Finance Club:** Organization for students majoring in finance.

**Institute of Management Accountants (IMA):** Organization designed for accounting majors.

**MBA Association:** Organization for MBA graduate students.

**Sigma Iota Epsilon (SIE):** National honorary and professional management fraternity.

**Society for Human Resource Management (SHRM):** Organization for majors in fields of personnel and human resource management.

### ***Scholarships, Fellowships, and Assistantships***

A number of scholarships and assistantships are available to College of Business students at both the undergraduate and graduate levels. There are also opportunities for employment in research projects and other activities. Assistantships for graduate students are available for both teaching and research. Applications for undergraduate scholarships may be made directly to the Career and Education Opportunities Center, Business 310A.

## ***Course Descriptions***

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