

# College of 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 college units and academic departments. For example, Business Relations operates the Partners in Business program and the Shingo Prize for Excellence in Manufacturing. *Partners in Business* provides a forum for the exchange of ideas, strategies, and innovative business practices through low-cost, high-quality management education seminars for working professionals. The program is managed by a staff of dedicated business students under the supervision of the program director. Annual seminars include: Financial Services and Banking, Operational Excellence, Accounting, Customer Service and Marketing, Women in Business, Information Technology, and Human Resources. The *Shingo Prize for Excellence in Manufacturing* is an award given to North American organizations in recognition of world-class business performance achieved through focused improvements in core manufacturing and business processes. The Shingo Prize is also awarded for research and writing that expands the knowledge

and understanding of lean manufacturing processes. The college sponsors the *Management Institute* as a link between the talents of the faculty and the training needs of leaders in business, industry, and government. The Management Institute focuses on delivering high-quality, custom-designed training and development programs in outdoor experiential learning, indoor experiential learning, and data-based consulting. The *Center for E-Commerce* is a part of the Business Information Systems Department in the College of Business. The purpose of the center is to provide educational services within the University and community. The center includes e-commerce education, certification training, project coordination, and interdepartmental research.

## Accreditation

College of Business programs in business and accounting are accredited by AACSB International—The Association to Advance Collegiate Schools of Business. AACSB is the premier accrediting association for business and accounting programs.

## Vision

The College of Business is a School of Opportunity. It strives to be a highly sought first-rate business school, providing a springboard from which students can excel confidently and ethically in a global market.

## Mission

The college is engaged in three primary activities: learning, discovery, and outreach. The **learning** or **educational** mission is to prepare future managers and leaders to positively contribute in a world community with a quest for life-long learning and self-improvement. The **discovery** mission is to aggressively support basic and applied research, ensuring the continued enlargement of the base of understanding about business, government, and other complex institutions; about the processes of managing and leading; and about the economic foundations upon which they function. The **outreach** mission is to provide innovative opportunities for the extended community through its own initiatives and through partnering with others.

## Learning Goals

Regardless of their major, undergraduate College of Business students are required to take a common coursework core that includes learning experiences in both general knowledge and skills, as well as management-specific knowledge and skills. Nine specific learning goals drive the curriculum and are assessed for achievement. These goals are:

### Goal 1

Each student can effectively communicate coherent and persuasive written reports and oral presentations.

### Goal 2

Each student can recognize and analyze legal and ethical issues and choose appropriate actions for practical business situations.

### Goal 3

Each student can correctly apply mathematical and statistical techniques appropriate for business analysis.

### Goal 4

Each student can use contemporary information systems and technology in business decision-making.

## Goal 5

Each student understands the domestic and international economic environment in which business organizations operate.

## Goal 6

Each student can evaluate the financial position of an organization and make appropriate financial decisions from an analysis of the organization's financial information.

## Goal 7

Each student can make appropriate decisions in the creation of value through the production and marketing of goods and services.

## Goal 8

Each student can demonstrate an understanding of individual and group dynamics in organizations, including the use of team building and collaborative behaviors in accomplishment of tasks.

## Goal 9

Each student can conceptualize complex business issues, apply analysis to identify plausible solutions, and communicate findings.

## Assessment

Each of the nine learning goals is monitored and assessed for achievement. Information obtained through the assessment process is used to adjust and modify instructional methods and curriculum design as part of the college's continuous improvement effort. Achievement of goals is assessed using both direct and indirect measures. Direct measures include selection of students, course-embedded measurements, and a national achievement test. Indirect measures include student, alumni, and employer surveys, as well as employment and career success of graduates. Specific assessments for the College of Business can be found at:

<http://www.usu.edu/cob/web/cob/assessment.htm>

## Honors in Business

Students who would like to experience greater academic depth within their major are encouraged to enroll in departmental honors. Through original, independent work, Honors students enjoy the benefits of close supervision and mentoring, as they work one-on-one with faculty in select upper-division departmental courses. Qualified students in all majors within the College of Business may pursue an Honors degree. Upon graduation, the student's transcript will read: *Graduated with Honors in [name of the major]*. Honors students have the privilege of priority registration (registering a week before other students), as well as the privilege of enrolling in special course sections for honors students only. As part of a senior project, they have the opportunity to conduct business research of interest to them. Participating in the business honors program enriches the student's educational experience, gains membership in the USU Honors Program, and enhances opportunities for admission to graduate and professional schools.

## Eligibility for Acceptance

New freshmen with an Admission Index score of 126 or higher will be invited to participate in USU's Honors Program and will be permitted to pursue Honors in Business. Admitted students must maintain a 3.30 minimum GPA in order to remain in the Honors Program. Sophomore, junior, and transfer students may apply or receive more information at the Honors Program Office, Merrill Library (west wing) room 374. Additional information can also be found online at:

<http://www.usu.edu/honors/>

## Program of Study

Honors in Business requires 15 credits, which may be completed in the following way. If specific honors courses are not taken, then other courses may be substituted upon approval of the College of Business honors advisor.

**ECON 1500H** Introduction to Economic Institutions, History, and Principles ..... 3  
(taken during the first fall semester)

**ACCT 2010H** Survey of Accounting I ..... 3  
(taken during the fall of the second year)

**MHR 3110H** Managing People and Organizations ..... 3  
(taken during the spring of the second year)

At least one upper-division course in the major ..... 3 minimum  
(taken under contract)

Supervised Senior Thesis work taken under one of the following (depending on major): ACCT 4950H, BA 4950H, BIS 4950H, ECON 4950H, or MHR 4950H (3 credits).

## College Honors Advisor

Clifford R. Skousen, Senior Associate Dean, College of Business, Business 202, (435) 797-2331, [cliff.skousen@usu.edu](mailto:cliff.skousen@usu.edu).

## 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

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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 and Transfer Limitation

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 College of Business credits added to previously earned transfer business credits may not exceed a combined total of 15. Furthermore, to earn a bachelor's degree in a College of Business major, at least 50 percent of the required College of Business credits must be earned from coursework taken from the Utah State University College of Business.

## 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 STAT 1040, or MATH 1030 or 1050. (MATH 1050 or equivalent is required for College of Business Majors.) 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 309, to clarify their specific requirements in this area. Additional information about these requirements is available on pages 46-54 of this catalog.

## USU Credits and Business Credits

At least 30 of the last 60 semester credits must be taken from Utah State University, 10 of which must be included within the last 40 credits presented for the degree. At least 50 percent of the College of Business credits required for a College of Business degree must be taken from the Utah State University College of Business or its departments, which include: School of Accountancy, Business Administration, Business Information Systems, Economics, and Management and Human Resources.

## Optional PID+, D, F Grade Restriction

This option (see the USU "Grading Policy," pages 37-38) 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 309. 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 309. This minor consists of four courses selected from a group of seven 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 309.

## 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 309.

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)

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 78 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 309.

## Course Descriptions

Business (BUS), page 471