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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

**Economics** (jointly administered with the College of Agriculture)

#### Management and Human Resources

#### Management Information Systems

## 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 *Office Systems Support AAS Degree* (see pages 452-453) and *Master of Business Administration (MBA)* (see pages 202-203) sections.

**Major in Business** (bachelor's degree)

**Dual Major and Second Bachelor's in Business**

**Minor in Business**

**Master of Business Administration (MBA)**

**Office Systems Support** (Associate of Applied Science Degree)

## 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 Management 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. 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.

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## 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/assessment/index.cfm>

## 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 3.50 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, Main 15. 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 (BAI)** 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 (DSS)** 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/Project taken under one of the following  
(depending on major): ACCT 4950H, BA 4950H, BIS 4950H, ECON  
4950H, or MHR 4950H (3 credits).

A student may elect to complete an Honors Advanced Internship  
(BUS 4250) by contract, in lieu of the Senior Honors Thesis/Project.  
For information about this option, contact Shauna Karren, College of  
Business Internship Director, Business 309, (435) 797-0333,  
[shauna.karren@usu.edu](mailto:shauna.karren@usu.edu).

## 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.

#### 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).

Students not meeting the above conditions are encouraged to apply. Admission is competitive based on available space in the College of Business. Application forms and information are available at the College of Business Career and Education Opportunities (CEO) Center and at <http://www.usu.edu/cob/ceo/admission/index.cfm>. Applications are accepted after (1) passing the University's Computer Information Literacy (CIL) Exam or equivalent; (2) passing the College of Business English Usage Exam, or an ACT English section score of at least 29, or a C or better in BIS 2200 or equivalent (information and sample test at <http://www.usu.edu/cob/bis2200requir.cfm>); and (3) completion of at least 24 post-high school college credits of coursework, including the pre-business course requirements or equivalent with a grade of C 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.

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 course admission requirements must be met by all USU students:

1. There are no restrictions on 1000-level courses.
2. ACCT 2010, 2020, MHR 2050, and BIS 2100, 2200, 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 2100 requires the CIL exam or equivalent, and BIS 2200 requires a passing score on the College of Business English Usage Exam or an ACT English Section score of at least 29.
3. Most 3000-, 4000-, and 5000-level departmental 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 90 credits for admission, as well as completion of BA 3400, 3500, 3700, and MHR 3110.
5. College of Business courses may be repeated only once.
6. 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 49-59 of this catalog.

## USU Credits and Business Credits

At least 30 of the last 60 semester credits must be taken from Utah State University, at least 20 of which must be completed in upper-division courses, of which at least 10 credits must be completed in courses required by the student's major. 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, Economics, Management and Human Resources, and Management Information Systems.

## Optional PID+, D, F Grade Restriction

This option (see the USU "Grading Policy," pages 39-40) 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.

## Major in Business

The College of Business administers Bachelor of Science (BS) and Bachelor of Arts (BA) degree programs in business. Because these degree programs require a broad course distribution among the departments of the college, they are administered by the college, rather than by a specific department. These programs are primarily designed to be offered through the University's Regional Campuses and Distance Education locations. However, students may also satisfy degree requirements by taking equivalent coursework on the Logan campus. Further information is available in the College of Business Career and Education Opportunities Center, Business 309, (435) 797-2272.

Students who have been admitted to Utah State University and who have earned *at least* 24 post-high school credits qualify for admission to this major. However, a minimum 2.5 GPA is typically required for business courses taught at the Regional Campuses and Distance Education locations. An overall 2.50 GPA is required for graduation. On-campus departmental courses at the 3000-, 4000-, and 5000-level are restricted to students who have been admitted to the College of Business or another USU major, and who have earned *at least* 40 credits; a minimum 2.67 GPA is typically required for these courses. In order to progress in the program, students must maintain the required GPA level. They must also satisfy all specific prerequisites required for each course.

All students enrolled at USU are required to satisfy the General Education requirements and the University Studies Depth Education requirements of the University, as described on pages 49-59 of this catalog.

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## Business Major Requirements (71 credits)

Coursework in the following three categories must be completed in order to earn a BS or BA degree in Business: **Pre-business, Business Core, and Option Areas.**

### Pre-Business (17 credits)

<b>ECON 1500 (BAI)</b> Introduction to Economic Institutions, History, and Principles .....	3
<b>MATH 1050 (QL)</b> College Algebra .....	4
<b>MATH 1100 (QL)</b> Calculus Techniques .....	3
<b>STAT 2300 (QL)</b> Business Statistics .....	4
<b>PSY 1010 (BSS)</b> General Psychology (3 cr) <b>or</b>	
<b>SOC 1010 (BSS)</b> Introductory Sociology (3 cr) .....	3

### Business Core (36 credits)

<b>ACCT 2010</b> Survey of Accounting I .....	3
<b>ACCT 2020</b> Survey of Accounting II .....	3
<b>BIS 2100</b> Principles of Management Information Systems .....	3
<b>BIS 2200 (CI)</b> Business Communication .....	3
<b>MHR 2050</b> Legal and Ethical Environment of Business .....	3
<b>ECON 2010 (BSS)</b> Introduction to Microeconomics .....	3
<b>ECON 3400 (DSS)</b> International Economics for Business .....	3
<b>BUS 3110 (DSS)</b> Management Fundamentals .....	3
<b>BUS 3400 (QI)</b> Finance Fundamentals .....	3
<b>BUS 3500</b> Marketing Principles .....	3
<b>BUS 3700</b> Operations Management Fundamentals .....	3
<b>BUS 4880 (CI)</b> Business Strategy .....	3

### Option Areas (18 credits)

One of the following three option areas must be selected.

#### Accounting Option

<b>BUS 3010</b> Intermediate Accounting I .....	3
<b>BUS 3020</b> Intermediate Accounting II .....	3
<b>BUS 3310</b> Managerial Cost Accounting .....	3
<b>BUS 3410</b> Federal Income Tax I .....	3
<b>BUS 4250</b> Advanced Internship (6 cr) <b>or</b>	
Approved upper-division coursework (6 cr) .....	6

#### Business Information Systems Option

<b>BUS 3330</b> Essentials of Database Systems .....	3
<b>BUS 3510</b> Business Programming .....	3
<b>BUS 4050</b> Selected Topics in Information Systems .....	3
<b>BUS 5100</b> Systems Analysis and Design and Project Management .....	3
<b>BUS 4250</b> Advanced Internship (6 cr) <b>or</b>	
Approved upper-division coursework (6 cr) .....	6

#### Management Option

The management option can be satisfied in one of three ways:

1. **18 credits**—12 credits of approved business-subject coursework, plus 6 credits of BUS 4250 (Advanced Internship) or other approved upper-division coursework.
2. **Dual Major**—Must complete *all* requirements for another major outside of the College of Business.
3. **Second Bachelor's Degree**—Must have a previously earned bachelor's degree in a nonbusiness subject.

## Dual Major and Second Bachelor's Degree

The College of Business offers both a dual major and a second bachelor's degree in business. The course requirements consist of the Pre-Business and Business Core courses listed above in the *Major in Business* section. The first major for a dual major or previous

bachelor's degree for a second bachelor's must be in a subject outside the College of Business. For information concerning other dual majors or second bachelor's degrees in specializations (other majors) in the college, see departmental sections of this catalog.

## Minor in Business

The college offers a minor for non-College of Business majors requiring six of the 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 six courses. Students are responsible to complete prerequisite courses where applicable. Required courses for the minor in business include ACCT 2010; BA 3400 or BUS 3400 or BA 3460; BA 3500 or BUS 3500; MHR 3110 or BUS 3110; and two of the following courses: ACCT 2020, BA 3700 or BUS 3700, BIS 2100 or BUS 3100, ECON 3400, and MHR 2050.

## Minors in Other Business Subjects

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

## College of Business Sponsored Student Organizations

### Business Ambassadors

Student representatives of the College of Business. Each year, 12 to 13 ambassadors are selected. These ambassadors assist the dean of the college with hosting convocations, breakfasts, tailgate parties, and other events attended by alumni and other prominent business people.

The ambassadors also assist with College of Business transfer student recruitment, by traveling with the USU Ambassadors to community colleges and other two-year institutions. In addition, they work with campus advisors to recruit undeclared students.

The main duty of the ambassadors is to ensure that all people who visit the College of Business feel welcome. Ambassadors give campus tours and engage visitors in fun and interesting conversation. For additional information, contact Alta Markeson at [alta.markeson@usu.edu](mailto:alta.markeson@usu.edu) or at (435) 797-3720.

### Business Council

Consists of 12 College of Business students from various business majors. The main objectives of the council are to listen to students and to take action to implement their ideas within the College of Business.

During weekly meetings, the council discusses feedback received from students via the student idea box in the George S. Eccles Business Building. In addition, a representative from the council meets with college administrators once per month to ensure faculty members are aware of student opinions and concerns. For more information, contact Jan Lyons at [jan.lyons@business.usu.edu](mailto:jan.lyons@business.usu.edu) or at (435) 797-3722.

### Phi Beta Lambda (PBL)

A national student organization, specifically designed for students seeking a competitive edge in the business world. Benefits of membership in PBL include leadership development, networking contacts, social activities, travel opportunities, and professional conferences. For more information, visit <http://www.usu.edu/pbl/> or contact Shauna Karren at [shauna.karren@business.usu.edu](mailto:shauna.karren@business.usu.edu) or at (435) 797-2272.

## 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)

The USU Chapter of the American Marketing Association (AMA) provides interested students with exposure to marketing issues, speakers, networking opportunities, and career advice. The club meets every other week and welcomes all who are excited about the field of marketing. For more information, contact Jan Lyons at [jan.lyons@usu.edu](mailto:jan.lyons@usu.edu) or at (435) 797-3722. An additional contact is Stacey Hills at [stacey.hills@business.usu.edu](mailto:stacey.hills@business.usu.edu) or at (435) 797-8201.

### Association for Computing Machinery and Special Interest Group on E-commerce, Student Chapter (BIS ACM and SIGE-com)

The USU College of Business student chapter of the Association for Computing Machinery has joined forces with the Special Interest Group in E-commerce. This alliance enables Management Information Systems majors to begin professional networking and career-enhancing activities. SIGE-com encourages research and acquiring of first-hand experience with advanced applications relating to electronic commerce and the sharing of new ideas and experiences. The group is also dedicated to the advancement of electronic commerce principles and practice. As the leading computing-centric professional organization in the field, SIGE-com seeks to promote the informed development of commerce automation technology, employing the best available engineering methods and economic understanding. For more information, visit <http://www.ususigecom.com/> or contact Jeffrey Johnson at [jeffrey.johnson@usu.edu](mailto:jeffrey.johnson@usu.edu) or at (435) 797-2350. An additional contact is Bernie Lantz at [bernie.lantz@usu.edu](mailto:bernie.lantz@usu.edu) or at (435) 797-2899.

### Beta Alpha Psi

National scholastic and professional organization for financial information students and professionals. Beta Alpha Psi members are recognized as having achieved a high standard of professionalism through academia and service. By joining this organization, students commit to a level of excellence recognized by both public and private institutions. For more information, contact the School of Accountancy at [maryann.clark@usu.edu](mailto:maryann.clark@usu.edu) or at (435) 797-2330.

### Beta Gamma Sigma

Founded in 1913 to recognize superior scholarship in business. Provides the highest international recognition a business student anywhere in the world can receive. The USU chapter was established in 1975. Membership is by invitation only and is limited to the top 20 percent of business graduate students, the top 10 percent of seniors with business majors, and the top 7 percent of juniors with business majors. Candidate must have completed one year of study at USU. For more information, contact the College of Business Career and Education Opportunities Center (Business 309) at: [ceo@business.usu.edu](mailto:ceo@business.usu.edu) or at (435) 797-2274.

### CEO Club

The student chapter of the CEO organization develops interaction and networking opportunities for students. The chapter sponsors the campus-wide Entrepreneurship Day, with the renowned Elevator Speech competition each spring. For more information, contact David Herrmann at [david.herrmann@usu.edu](mailto:david.herrmann@usu.edu) or at (435) 797-2287.

### Economics Club

Provides a forum whereby meaningful interaction between professionals, faculty, and students can be fostered. The meetings provide social contact as well. For more information, contact Tyler Bowles at [tbowles@econ.usu.edu](mailto:tbowles@econ.usu.edu) or at (435) 797-2378.

### Finance Club

Provides opportunities for USU students to learn how to apply their skills and knowledge, while enhancing their resume through participation and leadership activities. Members network with successful business professionals who speak at club meetings. Finance Club members find this knowledge is a necessary and valuable part of their education at Utah State University. For more information, visit <http://www.usu.edu/finance> or contact Jan Lyons at [jan.lyons@usu.edu](mailto:jan.lyons@usu.edu) or at (435) 797-3722.

### Financial Planning Student Association (FPSA)

Designed for students having an interest in the growing field of financial planning. Financial planners exercise entrepreneurial skills to assist families planning for the future. Professionals from various areas in financial planning discuss what they have learned and offer information and advice which can be useful in a student's career, as well as in everyday life. For more information, visit <http://www.usu.edu/fpsa> or contact E. Vance Grange at [vance.grange@usu.edu](mailto:vance.grange@usu.edu) or at (435) 797-2702.

### Institute of Management Accountants (IMA)

Allows student to network with leading national and local accounting firms, build leadership skills, and learn from speakers with backgrounds in accounting, management, and finance. Membership is available to many majors and requires a reasonable time commitment. For more information, contact Frank Shuman at [frank.shuman@usu.edu](mailto:frank.shuman@usu.edu) or at (435) 797-2339.

### MBA Association (MBAA)

The MBA Association (MBAA) provides USU students with an opportunity to enhance their professional and academic skills while building their resumes. Club members focus on career attainment and benefit from a forum for networking with faculty, alumni, and employers. The MBAA also works to increase awareness of the USU MBA program and assists the USU College of Business in developing an effective curriculum for the MBA program.

### Society for Human Resource Management (SHRM)

Worldwide association of human resource professionals having more than 42,000 members nationally. SHRM covers a wide variety of topics, including compensation, interviews and candidate selection, and occupational safety and training. For more information, visit <http://www.usu.edu/shrm> or contact Al Warnick at [alan.warnick@usu.edu](mailto:alan.warnick@usu.edu) or at (435) 797-2301.

## 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), pages 584-585