

Department of Business Administration

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Degrees offered: Bachelor of Science (BS) and Bachelor of Arts (BA) in Business Administration, Finance, Marketing, and Operations Management; BS and BA in International Business. The Department of Business Administration participates in the College of Business MBA (Master of Business Administration) degree (see pages 202-203).

Undergraduate Programs

Objectives

The Department of Business Administration offers programs to prepare students for administrative positions in business, government, and other institutions. Specialized training is provided within specific functional fields of business, as well as training directed at understanding the broader aspect of business as it functions within our economy. Training is specifically provided in five areas: (1) **Finance**, leading to careers in banking, brokerage activities and investment, and positions as financial analysts in industry; (2) **Marketing**, involving positions in sales, advertising, retailing, distribution, and other similar activities; (3) **Operations Management**, leading to careers related to supply chain management, operations planning and scheduling, project management, quality management, and consulting; (4) **International Business**, involving courses both in and out of the college leading toward international business training; and (5) **Business Administration**, providing broad cross-disciplinary experience in the core business areas of operations, finance, and marketing.

Departmental Honors

See *Honors in Business* description in the College of Business section of this catalog (page 114).

Learning Objectives and Assessment

Assessment information for the Business Administration Department can be found online at:

<http://www.usu.edu/cob/admin/assessment/index.cfm>

College of Business Admission Requirements

All students desiring to major in the Business Administration Department must satisfy the College of Business admission requirements, provided on pages 114-115. Academic advising about these requirements is available in the College of Business Career and Education Opportunities Center, Business 309. 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.

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.

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.

Business Core

All majors in the Department of Business Administration must complete the following prerequisite courses and business core courses in addition to the specific courses listed for the major.

Prerequisite Courses (13 credits)

ECON 1500 (BAI) Introduction to Economic Institutions, History, and Principles (F,Sp)	3
MATH 1100 (QL) Calculus Techniques (F,Sp,Su)	3
STAT 2300 (QL) Business Statistics (F,Sp,Su)	4
PSY 1010 (BSS) General Psychology (F,Sp,Su) (3 cr) or	
SOC 1010 (BSS) Introductory Sociology (F,Sp) (3 cr)	3

Business majors must take the above courses as prerequisite to 3000-, 4000-, and 5000-level courses in the College of Business.

College of Business Core (37 credits)

ACCT 2010 Survey of Accounting I (F,Sp,Su)	3
ACCT 2020 Survey of Accounting II (F,Sp,Su)	3
BA 3400 (QI) Corporate Finance (F,Sp,Su)	3
BA 3500 Fundamentals of Marketing (F,Sp,Su)	3
BA 3700 Operations Management (F,Sp,Su)	3
BIS 2100 Principles of Management Information Systems (F,Sp,Su) ...	3
BIS 2200 (CI) Business Communication (F,Sp,Su)	3
BUS 3250 Discussions With Business Leaders (F,Sp)	1
ECON 2010 (BSS) Introduction to Microeconomics (F,Sp)	3
ECON 3400 International Economics for Business (F,Sp,Su)	3
MHR 2050 Legal and Ethical Environment of Business (F,Sp,Su)	3
MHR 3110 Managing Organizations and People (F,Sp,Su)	3
MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (F,Sp) (3 cr) or	
MHR 4890 (CI) Business Strategy in a Global Context (F,Sp,Su) (3 cr)	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.

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Majors

The Department of Business Administration offers five majors. An overall GPA of at least 2.50 is required to graduate. Course requirements for each major are listed on the following pages.

Finance Major Requirements (21 credits)

Finance is concerned with how individuals and firms allocate resources over time. Solutions to allocation problems rely upon the existence of capital markets that allow the exchange of resources over time, and firms that allow individuals to transform current resources into resources available in the future. In particular, finance deals with the financial management of firms, investment management, and the management of financial institutions. Before continuing with the following courses, students must receive a grade of *B-* or better in BA 3400.

Required Courses (12 credits)

BA 4450 Financial Policy (F,Sp)	3
BA 4460 Investments (F,Sp)	3
ECON 4010 Managerial Economics (F,Sp)	3
ECON 4020 Macroeconomics for Managers (F,Sp)	3

Electives (9 credits)

Three electives are required, two of which must be selected from the following list:

BA 4300 International Finance (F,Sp)	3
BA 4410 Financial Institutions (F,Sp)	3
BA 4420 Insurance (F)	3
BA 4430 Real Estate Finance (Sp)	3

The remaining elective may be chosen from the following, or from the list above:

ACCT 3310 Strategic Cost Management (F,Sp,Su)	3
ACCT 3410 Income Taxation I (F,Sp,Su)	3
BA 3080 (QI) Operations Research (F)	3
ECON 4030 (CI) Agribusiness Finance (F)	3
ECON 5030 Agricultural Marketing and Price Analysis (F)	3
ECON 5330 (QI) Applied Econometrics (Sp)	3
ECON 5600 Financial Economics (Sp)	3
PFP 5060 Personal Financial Planning and Advising (F)	3
PFP 5070 Retirement Planning (Sp)	3
PFP 5080 Estate Planning (Sp)	3

For a suggested four-year plan, see pages 198-199.

International Business Major Requirements (24 credits)

For the BA degree in International Business, students must complete 15 credits of required courses, 6 credits of supporting coursework, and one 3-credit nonbusiness elective course (as shown below). In addition to coursework requirements, students are required to demonstrate competence in a second language, and complete an international experience. Competence in a second language can be demonstrated by one of the following: (1) successful completion of a minor or major in a second language; (2) passing 16 semester credits of a second language at an accredited college or university; (3) passing a language challenge competency exam and successfully completing the next higher class; (4) successful completion of the BYU Language Test (minimum of 16 credits); or (5) completion of 16 credits from the Intensive English Language Institute or attainment of a TOEFL score of at least 173 computerized, 500 paper/pencil, or 61 on the iBT.

The international experience can be fulfilled by meeting *one* of the following requirements:

1. Demonstration of international work experience or completion of an internship. The work experience/internship is either to be completed overseas or to provide substantial and approved international experience. It is to be of no less than nine weeks in duration.

Or

2. Completion of a minimum of one semester of study at an approved overseas institute of higher education or participation in an approved overseas study tour.

Required Courses (15 credits)

BA 4300 International Finance (F,Sp)	3
BA 4590 Global Marketing Strategy (F,Sp)	3
BA 4790 Supply Chain Management (Sp)	3
ECON 5150 Comparative Economic Systems (Sp)	3
MHR 3820 International Management (F,Sp)	3

Supporting Coursework (6 credits)¹

Students must complete 6 credits of coursework from one of the following five supporting areas:

Eastern Europe²

ECON 5120 Economics of Russia and Eastern Europe, 9th Century to 21st Century (F) (3 cr) or	
HIST 3280 East Central Europe Since 1520 (3 cr) or	
HIST 3310 Balkans Since 1389 (3 cr) or	
HIST 3330 The Soviet Union and its Heirs (3 cr)	3
POLS 3220 Russian and East European Government and Politics (F)	3

Western Europe²

HIST 3240 Modern Europe from 1789 to the Present	3
POLS 3210 Western European Government and Politics (F) (3 cr) or	
POLS 4210 European Union Politics (Sp) (3 cr)	3

Latin America²

HIST 3630 History of Modern Latin America	3
POLS 3270 Latin American Government and Politics (F)	3

Asia²

HIST 3460 Comparative Asian History	3
POLS 3250 Chinese Government and Politics (F) (3 cr) or	
POLS 4260 Southeast Asian Government and Politics (Sp) (3 cr)	3

International Trade²

ECON 5400 International and Development Economics (F)	3
POLS 4480 International Trade Policy (Sp)	3

Nonbusiness Electives (select 3 credits)³

Students must complete *one* elective, selected from the following:

BIS 4550 (CI) Principles of International Business Communications (Sp)	3
CHIN 3100 (DHA) Readings in Contemporary Chinese Culture (Sp)	3
FREN 3550 (DHA) French Civilization (F)	3
FREN 3570 France Today (Sp)	3
GERM 3300 (DHA) Contemporary German Speaking Cultures (Sp)	3
GERM 3550 (DHA) Cultural History of German Speaking Peoples (F)	3
HIST 3410 The Modern Middle East	3
HIST 3510 Africa and the World	3
JAPN 3100 Readings in Contemporary Japanese Culture (F)	3

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POLS 3100 Global Issues (F)	3
RUSS 3300 (DHA) Contemporary Russian Language and Culture (F,Sp)	3
RUSS 3540 Russian Translation for Science, Business, and Culture (Sp)	3
SPAN 3550 (DHA) Spanish Culture and Civilization (Sp)	3
SPAN 3570 (DHA) Latin American Culture and Civilization (Sp)	3
Any class from one of the supporting areas (if not already taken)	3

For a suggested four-year plan, contact the Department of Business Administration.

¹Supporting areas were established in cooperation with the History and Political Science departments within the College of Humanities, Arts, and Social Sciences.

²In the event that a course required for a supporting area is not offered or available, an approved alternative course may be substituted.

³Nonbusiness electives were established in cooperation with the History; Languages, Philosophy, and Speech Communication; and Political Science departments within the College of Humanities, Arts, and Social Sciences.

Marketing Major Requirements (21-22 credits)

Modern marketing consists of a system of activities designed to help the marketer understand and influence buyer and seller behavior. Within the socio-economic and political environment, the marketer must plan, price, promote, and distribute want-satisfying goods and services to society. As prerequisites to BA 4590, students must complete the following courses: BA 3500, 4540, and 4550. Before continuing with the following courses, students must receive a grade of B- or better in BA 3500.

Required Courses (15 credits)

BA 4510 Buyer Behavior (F,Sp)	3
BA 4530 Marketing Research (F,Sp)	3
BA 4540 Marketing Institutions (F,Sp) (3 cr) or	
BA 4070 (CI) Retail Management (3 cr)	3
BA 4550 Promotion Management (F,Sp)	3
BA 4590 Global Marketing Strategy (F,Sp)	3

Elective Courses (6-7 credits)

Select one of the following marketing tracks:

Track 1: Analysis of Culture (Choose 2 courses)

LING 4100 The Study of Language (F,Sp)	3
LING 4900 Analysis of Cross-Cultural Difference (Sp)	3
PSY 4210 Personality Theory (Sp)	3
PSY 4240 Multicultural Psychology (F)	3
MHR 4630 Human Resource Management (F,Sp)	3
ENVS 3000 Natural Resources Policy and Economics (F)	4
ENVS 3330 Environment and Society (Sp)	3
ENVS 4000 Human Dimensions of Natural Resource Management (F)	3
BIS 4550 (CI) Principles of International Business Communications (Sp)	3

Track 2: Recreation/Tourism (Choose 2 courses)

ENVS 3300 Fundamentals of Recreation Resources Management (F)	3
ENVS 4130 Recreation Policy and Planning (Sp)	3
ENVS 4500 (CI) Wildland Recreation Behavior (F)	3
PRP 3750 Commercial Recreation and Tourism (Sp)	3
PRP 4400 Recreation Park and Facility Management (F)	3

Track 3: Research (Choose 2 courses)

ECON 4010 Managerial Economics (F,Sp)	3
ECON 4310 (QI) Mathematical Methods for Economics (F)	3
STAT 3000 (QI) Statistics for Scientists (F,Sp,Su)	3
BA 4790 Supply Chain Management (Sp)	3

For a suggested four-year plan, see page 199-200.

Operations Management Major Requirements (21 credits)

Operations management involves planning, directing, controlling, and improving the activities related to providing goods and services. The operations manager is responsible for assuring that customer expectations are met, and even exceeded, with regard to quality, delivery, and price. To execute their responsibilities, operations managers must understand how to convert customer demand into specific material, equipment, and labor resources. In addition, they must work with and develop good suppliers, customer relationships, and internal work activities. Before continuing with the following courses, students must receive a grade of B- or better in BA 3700.

Required Courses (18 credits)

BA 3080 (QI) Operations Research (F,Sp)	3
BA 4720 Production Planning and Control (F)	3
BA 4750 Production Simulation (Sp)	3
BA 4790 Supply Chain Management (Sp)	3
BA 5730 Process Analysis and Improvement (F)	3
MAE 5600 Manufacturing Process Planning and Statistical Quality Control (F) (3 cr) or	
STAT 5200 Design of Experiments (Sp) (3 cr) or	
STAT 5300 (QI) Statistical Process Control (Sp) (3 cr)	3

Elective Course (3 credits)

Select one of the following two courses:

ACCT 3310 Strategic Cost Management (F,Sp,Su)	3
MHR 4630 Human Resource Management (F,Sp)	3

For a suggested four-year plan, see page 200.

Business Administration Major Requirements

The Business Administration major is a general degree that recognizes that most business students will have multiple business responsibilities throughout their career. This degree provides broad cross-discipline experience in the core business areas of operations, finance, and marketing. Before continuing with the following courses, students must receive a grade of B- or better in BA 3400, 3500, and 3700.

Required Courses (18 credits)

BA 4410 Financial Institutions (F,Sp)	3
BA 4450 Financial Policy (F,Sp)	3
BA 4530 Marketing Research (F,Sp)	3
BA 4590 Global Marketing Strategy (F,Sp)	3
BA 4790 Supply Chain Management (Sp)	3
BA 5730 Process Analysis and Improvement (F)	3

Capstone Course

MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (F,Sp) (3 cr) or	
Another approved course (3 cr)	3

Students choosing the MHR 4880 option must complete MHR 4890 to satisfy the business core requirement.

For a suggested four-year plan, see pages 200-201.

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Business Major

A general business major is administered by the College of Business (see pages 115-116). For further information, contact the College of Business Career and Education Opportunities Center, Business 309, (435) 797-2272.

Minor Requirements

The Department of Business Administration offers four minors: a marketing minor, a finance minor, an operations management minor, and an international business minor.

A student from outside the College of Business who desires to pursue these minors must recognize that there are several prerequisites to the required courses, which may themselves have prerequisites. As an alternative, students from outside the College of Business may want to consider the College of Business minor in Business.

Marketing Minor (16 credits)

Required Courses (10 credits)

BA 3500 Fundamentals of Marketing (F,Sp,Su).....	3
MHR 3110 (DSS) Managing Organizations and People (F,Sp,Su).....	3
STAT 2300 (QL) Business Statistics (F,Sp,Su).....	4

Electives (6 credits)

Select two of the following courses:

BA 4510 Buyer Behavior (F,Sp).....	3
BA 4530 Marketing Research (F,Sp).....	3
BA 4540 Marketing Institutions (F,Sp).....	3
BA 4550 Promotion Management (F,Sp).....	3

Finance Minor (15 credits)

Required Courses (12 credits)

BA 3400 (QI) Corporate Finance (F,Sp,Su).....	3
BA 3500 Fundamentals of Marketing (F,Sp,Su).....	3
BA 4450 Financial Policy (F,Sp).....	3
BA 4460 Investments (F,Sp).....	3

Elective Course (3 credits)

Select one of the following courses:

BA 4300 International Finance (F,Sp).....	3
BA 4410 Financial Institutions (F,Sp).....	3
BA 4420 Insurance (F).....	3
BA 4430 Real Estate Finance (Sp).....	3

Operations Management Minor (15 credits)

Required Courses (9 credits)

BA 3500 Fundamentals of Marketing (F,Sp,Su).....	3
BA 3700 Operations Management (F,Sp,Su).....	3
BA 4720 Production Planning and Control (F).....	3

Electives (6 credits)

Select two of the following courses:

BA 3080 (QI) Operations Research (F,Sp).....	3
BA 4750 Production Simulation (Sp).....	3
BA 4790 Supply Chain Management (Sp).....	3
BA 5730 Process Analysis and Improvement (F).....	3

A grade point average of at least 2.50 over the minor courses is required.

A student may request a deviation from the preceding requirements by submitting a written justification for the changes to the department head for approval. If approved, it becomes the minor for that student only.

International Business Minor (18 credits maximum)

Required Courses (12 credits)

Select four of the following courses:

BA 4300 ⁴ International Finance (F,Sp).....	3
BA 4590 ⁵ Global Marketing Strategy (F,Sp).....	3
BA 4790 ⁶ Supply Chain Management (Sp).....	3
BIS 4550 (CI) Principles of International Business Communications (Sp).....	3
ECON 5150 (DSS) ⁷ Comparative Economic Systems (Sp).....	3
MHR 3820 (DSS) International Management (F,Sp).....	3

Students must also complete *one* of sections A, B, C, or D below:

A. Electives (6 credits)

Students who choose this option must complete 6 credits from *one* of the following supporting areas:

Eastern Europe⁸

ECON 5120 Economics of Russia and Eastern Europe, 9th Century to 21st Century (F) (3 cr) or	
HIST 3280 East Central Europe Since 1520 (3 cr) or	
HIST 3310 Balkans Since 1389 (3 cr) or	
HIST 3330 The Soviet Union and its Heirs (3 cr).....	3
POLS 3220 (DSS) Russian and East European Government and Politics (F).....	3
RUSS 3300 (DHA) Contemporary Russian Language and Culture (F,Sp).....	3

Western Europe⁸

HIST 3240 Modern Europe from 1789 to the Present.....	3
POLS 3210 (DSS) Western European Government and Politics (F) (3 cr) or	
POLS 4210 European Union Politics (Sp) (3 cr).....	3
FREN 3570 France Today (Sp) (3 cr) or	
GERM 3300 (DHA) Contemporary German Speaking Cultures (Sp) (3 cr) or	
SPAN 3550 (DHA) Spanish Culture and Civilization (F).....	3

Latin America⁸

HIST 3630 History of Modern Latin America.....	3
POLS 3270 (DSS) Latin American Government and Politics (F).....	3
SPAN 3570 (DHA) Latin American Culture and Civilization (Sp).....	3

Asia⁸

HIST 3460 Comparative Asian History.....	3
POLS 3250 (DSS) Chinese Government and Politics (F) (3 cr) or	
POLS 4260 Southeast Asian Government and Politics (Sp) (3 cr).....	3
CHIN 3100 (DHA) Readings in Contemporary Chinese Culture (Sp) (3 cr) or	
JAPN 3100 Readings in Contemporary Japanese Culture (F) (3 cr)....	3

International Trade⁸

ECON 5400 International and Development Economics (F).....	3
POLS 3100 Global Issues (F).....	3
POLS 5480 International Trade Policy (Sp).....	3

B. Second Language Competence

Students selecting this option must demonstrate competence in a second language by one of the following five methods:

1. A minor or major in a second language
2. Completion of 16 semester credits of a second language, earned at an accredited institution
3. Passing a language challenge competency exam and successful completion of the next higher class

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4. Successful completion of the BYU Language Test (minimum of 16 credits)
5. Completion of 16 credits from the Intensive English Language Institute *or* a TOEFL score of at least 173 computerized, 500 paper/pencil, or 61 on the iBT

C. International Work Experience or Internship

For this option, work experience or an internship must *either* be completed overseas *or* must provide substantial and approved international experience. This work experience or internship must be at *least nine weeks* in duration.

D. Study Overseas

Students selecting this option must *either* spend a minimum of one semester studying at an approved overseas institution of higher education *or* must participate in an approved overseas study tour.

⁴Prerequisite: Grade of B- or better in BA 3400.

⁵Prerequisites: Grade of B- or better in BA 3500; BA 4540, 4550.

⁶Prerequisite: Grade of B- or better in BA 3700.

⁷Prerequisite: ECON 2010.

⁹In the event a course required for a supporting area is not offered or available, an approved alternative class may be substituted.

Business Minor

A Business Minor is administered by the College of Business. For further information, students should contact the College of Business Career and Education Opportunities Center, Business 309, (435) 797-2272.

Other Degree Options

Dual Majors

Dual majors are available in accounting, human resources, management, management information systems, and economics. See the applicable department for information.

Second Bachelor's Degrees

Second bachelor's degrees are available for all four majors. For information, contact the College of Business Career and Education Opportunities Center, Business 309.

Additional Information

Advising sheets for majors, minors, second bachelor's degrees, and the Business Administration major are available from the Department of Business Administration, Business 815, and from the College of Business Career and Education Opportunities Center, Business 309.

These sheets can also be found online at:

<http://www.usu.edu/cobssc/web/requirementsheets.htm>

A major requirement sheet, which includes further information about career opportunities and course requirements for the majors and minors within the Business Administration Department, can be obtained from the department, or accessed online at:

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

Four-Year Degree Plans (8 Semesters)

The following are suggested four-year plans for majors offered by the Department of Business Administration. These plans may also be found at:

<http://www.usu.edu/cobssc/web/fouryeardegreeplans.htm>

Suggested Four-year Course of Study for Finance Major

Students enrolled in the finance major should consult with their advisor to determine which breadth, depth, and elective courses they should complete. Each student should also consult with his or her advisor to develop an individualized plan of study that is applicable to his or her own interests.

Freshman Year (31 credits)

Fall Semester (15 credits)

ECON 1500 (BAI) Introduction to Economic Institutions, History, and Principles	3
MATH 1010 Intermediate Algebra	3
PSY 1010 (BSS) General Psychology (3 cr) or	
SOC 1010 (BSS) Introductory Sociology (3 cr)	3
Breadth Creative Arts (BCA) course ⁹	3
Elective course(s)	3
Passing scores on Computer and Information Literacy (CIL) exams	0

Note: The CIL requirement is met *only* by passing all six exams.

Spring Semester (16 credits)

ECON 2010 (BSS) Introduction to Microeconomics	3
ENGL 1010 (CL1) Introduction to Writing: Academic Prose	3
MATH 1050 (QL) College Algebra	4
Breadth Humanities (BHU) course ⁹	3
Breadth Life Sciences (BLS) course ⁹	3

Sophomore Year (31 credits)

Fall Semester (16 credits)

ACCT 2010 Survey of Accounting I	3
BIS 2200 (CI) Business Communication	3
MHR 2050 Legal and Ethical Environment of Business	3
STAT 2300 (QL) Business Statistics	4
Breadth Physical Sciences (BPS) course ⁹	3

Spring Semester (15 credits)

ACCT 2020 Survey of Accounting II	3
BIS 2100 Principles of Management Information Systems	3
MATH 1100 (QL) Calculus Techniques	3
Depth Life and Physical Sciences (DSC) course	3
Elective course(s)	3

Junior Year (30 credits)

Fall Semester (15 credits)

BA 3400 (QI) Corporate Finance	3
BA 3500 Fundamentals of Marketing	3
ECON 3400 International Economics for Business	3
ENGL 2010 (CL2) Intermediate Writing: Research Writing in a Persuasive Mode	3
Depth Humanities and Creative Arts (DHA) course	3

Spring Semester (15 credits)

BA 3700 Operations Management	3
ECON 4010 Managerial Economics	3
MHR 3110 Managing Organizations and People	3
Finance Elective	3
Elective course(s)	3

Senior Year (28 credits)

Fall Semester (16 credits)

BA 4450 Financial Policy	3
BA 4300 International Finance (3 cr) or	
BA 4410 Financial Institutions (3 cr) or	
BA 4420 Insurance (3 cr)	3

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BUS 3250 Discussions With Business Leaders	1
ECON 4020 Macroeconomics for Managers.....	3
Elective courses	6

Spring Semester (12 credits)

BA 4300 International Finance (3 cr) or	
BA 4410 Financial Institutions (3 cr) or	
BA 4430 Real Estate Finance (3 cr).....	3
BA 4460 Investments	3
MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (3 cr) or	
MHR 4890 (CI) Business Strategy in a Global Context (3 cr)	3
Elective course(s).....	3

Suggested Four-year Course of Study for International Business Major

Students enrolled in the international business major should consult with their advisor to determine which breadth, depth, and elective courses they should complete. Each student should also consult with his or her advisor to develop an individualized plan of study that is applicable to his or her own interests.

Freshman Year (31 credits)

Fall Semester (16 credits)

ECON 1500 (BAI) Introduction to Economic Institutions, History, and Principles.....	3
MATH 1050 (QL) College Algebra.....	4
OSS 1400 Microcomputer Applications.....	3
PSY 1010 (BSS) General Psychology (3 cr) or	
SOC 1010 (BSS) Introductory Sociology (3 cr).....	3
University Studies Breadth course ⁹	3

Note: Students must pass MATH 1050 with a grade of C- or better. If OSS 1400 is not taken, an additional 3 credits of electives must be completed.

Spring Semester (15 credits)

ECON 2010 (BSS) Introduction to Microeconomics	3
ENGL 1010 (CL1) Introduction to Writing: Academic Prose	3
MATH 1100 (QL) Calculus Techniques	3
University Studies Breadth courses ⁹	6

Sophomore Year (31 credits)

Fall Semester (16 credits)

ACCT 2010 Survey of Accounting I.....	3
BIS 2100 Principles of Management Information Systems	3
MHR 2050 Legal and Ethical Environment of Business.....	3
STAT 2300 (QL) Business Statistics	4
University Studies Breadth course ⁹	3

Note: During their third semester, students should apply for College of Business admission.

Spring Semester (15 credits)

ACCT 2020 Survey of Accounting II.....	3
BA 3700 Operations Management.....	3
BIS 2200 (CI) Business Communication	3
ENGL 2010 (CL2) Intermediate Writing: Research Writing in a Persuasive Mode.....	3
Elective course(s) ¹⁰	3

Junior Year (28 credits)

Fall Semester (13 credits)

BA 3400 (QI) Corporate Finance	3
BA 3500 Fundamentals of Marketing.....	3
BUS 3250 Discussions With Business Leaders.....	1
ECON 3400 International Economics for Business.....	3
Elective course(s) ¹⁰	3

Spring Semester (15 credits)

BA 4300 International Finance.....	3
ECON 5150 Comparative Economic Systems	3
MHR 3110 Managing Organizations and People	3
International Business Supporting Coursework Option.....	3
Elective course(s) ¹⁰	3

Senior Year (30 credits)

Fall Semester (15 credits)

BA 4590 Global Marketing Strategy.....	3
MHR 3820 International Management	3
International Business Elective Option.....	3
International Business Supporting Coursework Option.....	3
Elective course(s) ¹⁰	3

Spring Semester (15 credits)

BA 4790 Supply Chain Management.....	3
MHR 4890 (CI) Business Strategy in a Global Context.....	3
University Studies Depth Humanities and Creative Arts (DHA) course	3
University Studies Depth Life and Physical Sciences (DSC) course	3
Elective course(s) ¹⁰	3

Suggested Four-year Course of Study for Marketing Major

Students enrolled in the marketing major should consult with their advisor to determine which breadth, depth, and elective courses they should complete. Each student should also consult with his or her advisor to develop an individualized plan of study that is applicable to his or her own interests.

Freshman Year (31 credits)

Fall Semester (15 credits)

ECON 1500 (BAI) Introduction to Economic Institutions, History, and Principles	3
MATH 1010 Intermediate Algebra	3
PSY 1010 (BSS) General Psychology (3 cr) or	
SOC 1010 (BSS) Introductory Sociology (3 cr).....	3
Breadth Creative Arts (BCA) course ⁹	3
Elective course(s).....	3
Passing scores on Computer and Information Literacy (CIL) exams	0

Note: The CIL requirement is met *only* by passing all six exams.

Spring Semester (16 credits)

ECON 2010 (BSS) Introduction to Microeconomics	3
ENGL 1010 (CL1) Introduction to Writing: Academic Prose	3
MATH 1050 (QL) College Algebra.....	4
Breadth Humanities (BHU) course ⁹	3
Breadth Life Sciences (BLS) course ⁹	3

Sophomore Year (31 credits)

Fall Semester (16 credits)

ACCT 2010 Survey of Accounting I.....	3
BIS 2200 (CI) Business Communication	3
MHR 2050 Legal and Ethical Environment of Business.....	3
STAT 2300 (QL) Business Statistics	4
Breadth Physical Sciences (BPS) course ⁹	3

Spring Semester (15 credits)

ACCT 2020 Survey of Accounting II.....	3
BIS 2100 Principles of Management Information Systems	3
MATH 1100 (QL) Calculus Techniques	3
Depth Life and Physical Sciences (DSC) course	3
Elective course(s).....	3

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Junior Year (30 credits)

Fall Semester (15 credits)

BA 3500 Fundamentals of Marketing	3
BA 3700 Operations Management	3
ECON 3400 International Economics for Business	3
ENGL 2010 (CL2) Intermediate Writing: Research Writing in a Persuasive Mode	3
Depth Humanities and Creative Arts (DHA) course	3

Spring Semester (15 credits)

BA 3400 (QI) Corporate Finance	3
BA 4540 Marketing Institutions	3
BA 4550 Promotion Management	3
MHR 3110 Managing Organizations and People	3
Elective course(s)	3

Senior Year (28 credits)

Fall Semester (15 credits)

BA 4510 Buyer Behavior	3
BA 4530 Marketing Research	3
Marketing Track course	3
Elective courses	6

Spring Semester (13 credits)

BA 4590 Global Marketing Strategy	3
BUS 3250 Discussions With Business Leaders	1
MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (3 cr) or	
MHR 4890 (CI) Business Strategy in a Global Context (3 cr)	3
Marketing Track course	3
Elective course(s)	3

Suggested Four-year Course of Study for Operations Management Major

Students enrolled in the operations management major should consult with their advisor to determine which breadth, depth, and elective courses they should complete. Each student should also consult with his or her advisor to develop an individualized plan of study that is applicable to his or her own interests.

Freshman Year (31 credits)

Fall Semester (15 credits)

ECON 1500 (BAI) Introduction to Economic Institutions, History, and Principles	3
MATH 1010 Intermediate Algebra	3
PSY 1010 (BSS) General Psychology (3 cr) or	
SOC 1010 (BSS) Introductory Sociology (3 cr)	3
Breadth Creative Arts (BCA) course ⁹	3
Elective course(s)	3
Passing scores on Computer and Information Literacy (CIL) exams	0
Note: The CIL requirement is met <i>only</i> by passing all six exams.	

Spring Semester (16 credits)

ECON 2010 (BSS) Introduction to Microeconomics	3
ENGL 1010 (CL1) Introduction to Writing: Academic Prose	3
MATH 1050 (QL) College Algebra	4
Breadth Humanities (BHU) course ⁹	3
Breadth Life Sciences (BLS) course ⁹	3

Sophomore Year (31 credits)

Fall Semester (16 credits)

ACCT 2010 Survey of Accounting I	3
BIS 2200 (CI) Business Communication	3
MHR 2050 Legal and Ethical Environment of Business	3

STAT 2300 (QL) Business Statistics	4
Breadth Physical Sciences (BPS) course ⁹	3

Spring Semester (15 credits)

ACCT 2020 Survey of Accounting II	3
BIS 2100 Principles of Management Information Systems	3
MATH 1100 (QL) Calculus Techniques	3
Depth Life and Physical Sciences (DSC) course	3
Elective course(s)	3

Junior Year (30 credits)

Fall Semester (15 credits)

BA 3500 Fundamentals of Marketing	3
BA 3700 Operations Management	3
ECON 3400 International Economics for Business	3
ENGL 2010 (CL2) Intermediate Writing: Research Writing in a Persuasive Mode	3
Depth Humanities and Creative Arts (DHA) course	3

Spring Semester (15 credits)

BA 3080 (QI) Operations Research	3
BA 3400 (QI) Corporate Finance	3
ACCT 3310 Strategic Cost Management (3 cr) or	
MHR 4630 Human Resource Management (3 cr)	3
MHR 3110 Managing Organizations and People	3
STAT 5200 Design of Experiments (3 cr) or	
STAT 5300 (QI) Statistical Process Control (3 cr) or	
Elective course(s) (3 cr)	3

Senior Year (28 credits)

Fall Semester (16 credits)

BA 4720 Production Planning and Control	3
BA 5730 Process Analysis and Improvement	3
BUS 3250 Discussions With Business Leaders	1
MAE 5600 Manufacturing Process Planning and Statistical Quality Control (3 cr) or	
Elective course(s) (3 cr)	3
Elective courses	6

Spring Semester (12 credits)

BA 4750 Production Simulation	3
BA 4790 Supply Chain Management	3
MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (3 cr) or	
MHR 4890 (CI) Business Strategy in a Global Context (3 cr)	3
Elective course(s)	3

Suggested Four-year Course of Study for Business Administration Major

Students enrolled in the business administration major should consult with their advisor to determine which breadth, depth, and elective courses they should complete. Each student should also consult with his or her advisor to develop an individualized plan of study that is applicable to his or her own interests.

Freshman Year (31 credits)

Fall Semester (15 credits)

ECON 1500 (BAI) Introduction to Economic Institutions, History, and Principles	3
MATH 1010 Intermediate Algebra	3
PSY 1010 (BSS) General Psychology (3 cr) or	
SOC 1010 (BSS) Introductory Sociology (3 cr)	3
Breadth Creative Arts (BCA) course ⁹	3
Elective course	3

Department of Business Administration

Passing scores on Computer and Information Literacy (CIL) exams 0
Note: The CIL requirement is met *only* by passing all six exams.

Spring Semester (16 credits)

ECON 2010 (BSS) Introduction to Microeconomics 3
ENGL 1010 (CL1) Introduction to Writing: Academic Prose 3
MATH 1050 (QL) College Algebra 4
 Breadth Humanities (BHU) course⁹ 3
 Breadth Life Sciences (BLS) course⁹ 3

Sophomore Year (31 credits)

Fall Semester (16 credits)

ACCT 2010 Survey of Accounting I 3
BIS 2200 (CI) Business Communication 3
MHR 2050 Legal and Ethical Environment of Business 3
STAT 2300 (QL) Business Statistics 4
 Breadth Physical Sciences (BPS) course⁹ 3

Spring Semester (15 credits)

ACCT 2020 Survey of Accounting II 3
BIS 2100 Principles of Management Information Systems 3
MATH 1100 (QL) Calculus Techniques 3
 Depth Life and Physical Sciences (DSC) course 3
 Elective courses 3

Junior Year (30 credits)

Fall Semester (15 credits)

BA 3500 Fundamentals of Marketing 3
BA 3700 Operations Management 3
ECON 3400 International Economics for Business 3
ENGL 2010 (CL2) Intermediate Writing: Research Writing in a Persuasive Mode 3
 Depth Humanities and Creative Arts (DHA) course 3

Spring Semester (15 credits)

BA 3400 (QI) Corporate Finance 3
BA 4410 Financial Institutions 3
BA 4790 Supply Chain Management 3
MHR 3110 Managing Organizations and People 3
 Elective courses 3

Senior Year (28 credits)

Fall Semester (16 credits)

BA 4530 Marketing Research 3
BA 5730 Process Analysis and Improvement 3
BUS 3250 Discussion with Business Leaders 1
MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (3 cr) **or**
 Another approved course (3 cr) 3
Note: Students choosing the MHR 4880 option must take MHR 4890 to satisfy the business core requirement.
 Elective courses 6

Spring Semester (12 credits)

BA 4450 Financial Policy 3
BA 4590 Global Marketing Strategy 3
MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (3 cr) **or**
MHR 4890 (CI) Business Strategy in a Global Context (3 cr) 3
 Elective courses 3

⁹At least two of the six required breadth courses *must* have a USU prefix.
¹⁰Electives may need to include the requirement of a second language or international experience. If they do not have the second language or international business experience completed, students will need to personalize their own four-year schedule. For clarification, students should contact their advisor.

Graduate Programs

For information about the **Interdepartmental Curriculum for the Master of Business Administration (MBA)**, see pages 202-203. Master's degrees are also offered by the following departments in the College of Business: Accountancy, Management Information Systems, and Economics. For further information, refer to the appropriate sections of this catalog.

Business Administration Faculty

Professors Emeritus

Allen D. Kartchner, production and operations research
Eugene C. Kartchner, production and operations research
Paul A. Randle, corporate finance and valuation analysis

Professors

Kenneth R. Bartkus, promotion management
Drew Dahl, financial institutions and international finance
Peter M. Ellis, production and operations research
Cathy L. Hartman, consumer behavior and environmental sustainability
Vijay R. Kannan, supply chain and quality management, cellular manufacturing
J. Robert Malko, corporate and energy utility finance
C. R. Michael Parent, marketing research and strategy
Philip R. Swensen, corporate finance, investments, and managerial economics

Associate Professors

J. Brian Atwater, "theory of constraints," quality management, lean manufacturing
Edwin R. Stafford, marketing management, strategy, environmental sustainability
Alan A. Stephens, corporate finance and investments

Assistant Professors

Stacey B. Hills, marketing research, strategy, and product management
Haiyan Hu, retailing and consumer behavior, international retailing, visual merchandising and promotion
Seung-Woog Kwag, investments and corporate finance

Senior Lecturer/Executive in Residence

Randall L. Cook, operations management and finance

Lecturer

Janet P. Lyons, operations and marketing

Adjunct Lecturers

Shaun D. Barker, marketing
Scott F. Boyle, marketing
Steven R. Broadbent, finance
Kent B. Haueter, finance
Strat D. Roper, operations
Karl B. Ward, finance

Course Descriptions

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