

Jon M. Huntsman School of Business

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Academic Departments

The Huntsman School 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
Economics and Finance
Management
Management Information Systems

Interdisciplinary/Huntsman School Programs

The Huntsman School 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 406-407) and *Master of Business Administration (MBA)* (see pages 194-195) 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 units and academic departments within the Huntsman School of Business. For example, Business Relations operates the Partners in Business program and the Shingo Prize for Operational Excellence. *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 Operational Excellence* is an award given to organizations in recognition of world-class business performance achieved through focused improvements in lean business processes. The Shingo Prize is also awarded for research and writing that expands the knowledge and understanding of lean business processes. The Huntsman School 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 Huntsman School 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

Huntsman School 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.

Mission

The mission of the Jon M. Huntsman School of Business is to receive top-tier recognition within a global market.

Vision

As strategic decisions are made within the Jon M. Huntsman School of Business, the faculty and staff aspire to see their investments pay off in the lives of students. Upon graduation, students should be prepared to add immediate value to the organizations where they will work, as well as to assume increasing leadership roles in the organizations and communities where they choose to serve. Graduates of the Huntsman School of Business should have a strong commitment to ethical leadership, a sense of purpose and place engendered by their global vision, an ability to create and leverage value through their understanding of entrepreneurial processes, and a mastery of applied and conceptual analytical frameworks.

Learning Goals

Regardless of their major, undergraduate Huntsman School 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.

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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 Huntsman School'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 Huntsman School of Business can be found at:

<http://huntsman.usu.edu/htm/about-the-school/assessment>

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 Huntsman School 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 Huntsman School of Business honors advisor.

ECN 1500 (BAI) Introduction to Economic Institutions, History, and Principles 3
(taken during the first fall semester)

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

MGT 3110 (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 4950, ECN 4950, FIN 4950, MGT 4950, or MIS 4950, (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 Paige F. Geslin, Huntsman School of Business Internship Director, Business 309, (435) 797-2272, paige.geslin@usu.edu.

Huntsman School of Business Honors Advisor

Christopher Fawson, Senior Associate Dean, Huntsman School of Business, Business 309, (435) 797-2320, chris.fawson@usu.edu.

Undergraduate Programs

Admission and Graduation Requirements

Freshman Admission

Students may be admitted directly into the Huntsman School 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 Huntsman School of Business major on USU application; (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 Huntsman School 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 Huntsman School of Business major on USU application (transfer students) or submitted a Huntsman School of Business application to the Huntsman School of Business Programs and Advising Center (PAC) (USU continuing students).

Students not meeting the above conditions are encouraged to apply. Admission is competitive based on available space in the Huntsman School of Business. Application forms and information are available at the Huntsman School of Business PAC and at:

<http://www.huntsman.usu.edu/advising/htm/admission/>

Applications are accepted after (1) passing the University's Computer Information Literacy (CIL) Exam or equivalent; (2) passing the Huntsman School of Business English Usage Exam, or receiving a satisfactory AP, ACT, or SAT score, or receiving a grade of B or better in OSS 1550, or receiving a C or better in MIS 2200 or equivalent (information and sample test at:

<http://huntsman.usu.edu/htm/students/mis-2200-prerequisite/>);

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(3) earning a minimum overall GPA of 2.67; and (4) 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. Essays will be evaluated by the admissions screening committee.

Pre-Business Course Requirements (13 credits)

The following courses are required: ECN 1500, MATH 1100, STAT 2300, and PSY or SOC 1010.

Students may not repeat a course *more than twice*, and *may have no more than 10 repeats in total* to earn a degree. (Huntsman School of Business courses are limited to one repeat.)

Matriculation Requirement and Transfer Limitation

No more than 15 USU Huntsman School of Business credits (ACCT, BUS, FIN, MGT, MIS), numbered 2000 and above, earned as a nonbusiness major (before acceptance into the Huntsman School of Business) can be applied to a Huntsman School of Business degree. More than 15 business credits can be transferred from other accredited institutions. However, additional USU Huntsman School 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 Huntsman School of Business major, at least 50 percent of the required Huntsman School of Business credits must be earned from coursework taken from the Utah State University Huntsman School of Business.

Enrollment Restrictions

Admission to the Huntsman School 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, MGT 2050, and MIS 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 Huntsman School Majors.) In addition, MIS 2200 requires a passing score on the Huntsman School English Usage Exam; a satisfactory AP, ACT, or SAT score; or a grade of B or better in OSS 1550.
3. Most 3000-, 4000-, and 5000-level departmental courses in the Huntsman School are restricted to students admitted to the Huntsman School or another USU major with an overall GPA of at least 2.67.
4. MGT 4880 and 4890 require completion of at least 90 credits for admission, as well as completion of FIN 3400, MGT 3110, 3500, and 3700.
5. Huntsman School courses may be repeated only once.
6. Many Huntsman School courses have prerequisites and other restrictions requiring adherence. Before registering for courses within the Huntsman School, 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 Huntsman School 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 Programs and Advising Center, Business 309, to clarify their specific requirements in this area. Additional information about these requirements is available on pages 70-75 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 Huntsman School of Business credits required for a Huntsman School of Business degree must be taken from the Utah State University Huntsman School of Business or its departments, which include: School of Accountancy, Economics and Finance, Management, and Management Information Systems.

Optional P/D+, D, F Grade Restriction

This option (see pages 56-57) is not available for any required courses for majors and minors in the Huntsman School of Business.

Huntsman School of Business Stop-out Policy

Students having a break in attendance of Huntsman School of Business programs in excess of one year will be subject to the Huntsman School and departmental requirements in effect at the time of their return.

Graduation

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

Major in Business

The Huntsman School 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 Huntsman School, they are administered by the Huntsman School, 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 Huntsman School of Business Programs and Advising 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 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 Huntsman School 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 67-75 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)

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

Business Core (36 credits)

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

Option Areas (18 credits)

One of the following three option areas must be selected.

Accounting Option

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

Business Information Systems Option

BUS 3330 Essentials of Database Systems	3
BUS 3510 Business Programming	3
BUS 4050 Selected Topics in Information Systems	3
BUS 5100 Systems Analysis and Design and Project Management	3
BUS 4250 Advanced Internship (6 cr) or	
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 Huntsman School 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 Huntsman School 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 Huntsman School. For information concerning other dual majors or second bachelor's degrees in specializations (other majors) in the Huntsman School, see departmental sections of this catalog.

Minor in Business

The Huntsman School offers a minor for non-Huntsman School 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 Huntsman School Programs and Advising 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; BUS 3400 or FIN 3400 or PFP 3460; BUS 3500 or MGT 3500; BUS 3110 or MGT 3110; and two of the following courses: ACCT 2020, BUS 3700 or MGT 3700, BUS 3100 or MIS 2100, ECN 3400, and MGT 2050.

Minors in Other Business Subjects

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

Huntsman School of Business Sponsored Student Organizations

Business Ambassadors

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

The ambassadors also assist with Huntsman School 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 Huntsman School feel welcome. Ambassadors give campus tours and engage visitors in fun and interesting conversation. For additional information, contact Mary Price at mary.price@usu.edu or at (435) 797-8328.

Business Council

Consists of 12 Huntsman School 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 Huntsman School.

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 Huntsman School 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 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 Paige F. Geslin at paige.geslin@usu.edu or at (435) 797-2272.

Other Professional Student Organizations

The following student organizations are sponsored by Huntsman School 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 or at (435) 797-3722. An additional contact is Stacey Hills at 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 Huntsman School 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 or at (435) 797-2350. An additional contact is Bernie Lantz at bernie.lantz@usu.edu or at (435) 797-2899.

Beta Alpha Psi

The objective of Beta Alpha Psi is to encourage and recognize scholastic and professional excellence in the accounting profession. Membership includes opportunities for self-development, service, and association among members, faculty, and practicing professionals. Beta Alpha Psi recognizes academic excellence, complements members' formal education, and encourages lifelong growth, service, and ethical conduct. The organization has strict entry requirements, but its members are the most eagerly sought-out by recruiters for the best jobs in accounting. It is appropriate to include the Beta Alpha Psi honor as a resume item for the entire span of one's professional career. For further information, see: <http://www.usu.edu/bap/>

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 Huntsman School of Business Programs and Advising Center (Business 309) 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 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 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 or at (435) 797-3722.

Financial Planning Association (FPA)

The Financial Planning Association (FPA) is a national association of financial planning professionals. The FPA student chapter allows students to enjoy all of the benefits of FPA membership at a significantly reduced cost. In addition, student members have opportunities to develop leadership skills, attend informative educational sessions, network with professionals, participate in service activities, and serve as volunteer staff members at state and national meetings of financial planning professionals. For further information, see: <http://www.usu.edu/fpsa/>

Institute of Management Accountants (IMA)

The Institute of Management Accountants (IMA) is a worldwide organization comprised of management accounting and finance professionals. USU's student chapter of the IMA provides networking and leadership opportunities for students pursuing accounting careers in business entrepreneurship and industry. The local chapter organizes professional meetings, social events, and service events to assist students in developing and advancing their careers through certification, education, networking, and the advocacy of the highest ethical and professional practices. For further information see: <http://www.usu.edu/ima/>

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 Huntsman School 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 or at (435) 797-2301.

Scholarships, Fellowships, and Assistantships

A number of scholarships and assistantships are available to Huntsman School 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 Programs and Advising Center, Business 309.

Course Descriptions

Business (BUS), [click here](#)