The College of Business Administration seeks to prepare men and women for positions as executives and specialists in business. Seeing the business firm as operating in a dynamic social, political, and economic environment, the college has four functions with respect to its purpose: (a) to offer its students the firm base of liberal education consistent with that possessed by all educated people; (b) to present to its students business-oriented instruction in professional fields so that they may understand the business process as a whole and the function of specific areas of business; (c) to associate closely with other colleges of the University in order to enrich the understanding of its students by offering an opportunity to learn from psychology, sociology, and other areas related to the behavior of people; (d) to develop in its students the ability to see their four years in the college as the initial step to a lifetime commitment to personal growth and intellectual maturity through continuing education.

The college centers its teaching subject matter and research activity around two themes: the manager as a planner, decision maker, implementer, and controller of operations in a business firm; and the manager as an analyst of and an adapter to the ever-changing technological world; and a firm awareness of the social responsibility as a future executive and enlightened wielder of power.

Admission and Progression Procedures

(1) Admission to Lower Division Programs

(a) Entering Freshman
1. Meet general University requirements
2. Meet CBA high school distribution requirements
(b) Transfers from Other UTK Colleges
1. Meet CBA high school distribution requirements
2. Admissions will be based on prior academic performance including high school record, ACT (or SAT) test scores, progress within undergraduate courses previously attempted, academic achievement in the lower division courses prescribed in the curricula of the College of Business Administration, and an assessment of the seriousness of purpose of the student as may be reflected in the number of course withdrawals, incomplete grades, etc.
(c) Transfers from Other Institutions
1. Have met University requirements for admission as an entering Freshman
2. Have met CBA high school distribution requirements
3. Meet requirements for admission for transfers from other UTK Colleges as stated in (b) (b) above.
4. Students not admitted on the basis of (3) above may wish to seek admittance to other UTK Colleges and may reapply for admission to the College of Business Administration at such time as they believe they qualify.

(2) Admission to Upper Division Programs

Admission to the Upper Division Programs of the College is competitive and is based on the space available in the College. Factors considered in the admission decision are both subjective and objective. Included is consideration of overall grade point average, grades earned in courses required in the lower division curricula of the College, the seriousness of purpose and interest in College programs as exemplified by regular and orderly progress through the prescribed curriculum without abuse of withdrawal and course repeat privileges. The standards applied for these criteria may be adjusted from time-to-time to balance overall demand with available College resources.

A lower division student in the College may be admitted to upper division programs after completion of 84 quarter hours of course work. Included in the 84 hours the student must have passed with a minimum GPA of 2.0 the number of credit hours indicated in the subject areas shown below (or equivalent work as prescribed in the major area desired)...

Credit Hours

Accounting 2110-20-30 9
Computer Science elective 3
Economics 2110-30-30 9
Course Load

The normal course load for a quarter is 15-17 hours. The maximum number of hours which may be taken by a freshman is 18. Other students may take 19. In unusual circumstances permission to take a course load in excess of these maximums may be granted by the Assistant Dean for Undergraduate Programs in Business Administration.

Cooperative Program in Business

The College of Business Administration offers qualified students, who have completed at least one year of work at the University and whose grades conform to the standards set by the college, the opportunity to participate in the Cooperative Program in Business which, under the direction of a coordinator, combines classroom study with practical experience. Effort is made to place students in jobs which offer maximum educational and financial advantages. Students alternate quarterly between work in business or industry and study at the University.

The Cooperative Program gives the student an opportunity for practical experience, develops a sense of responsibility and cooperation, helps in selecting a vocation, creates greater interest and incentive in studies, enables earning part of expenses, and may lead to permanent employment after graduation. The student may earn a maximum of nine hours of elective credit for field work but must do a satisfactory job as determined by the employer and coordinator, including reports covering job experiences.

Preparation for Teaching

Students desiring to teach business, social studies, economics, or distributive subjects in the high schools of Tennessee may follow majors in accounting, office administration, or marketing and also meet the requirements for certification by the State Department of Education.

Students should consult an adviser in business, social studies, or distributive education regarding the proper courses.

Minor

Students desiring to teach business, social studies, or distributive subjects in the high schools of Tennessee may follow majors in accounting, office administration, or marketing and also meet the requirements for certification by the State Department of Education.

Business Minor for Non-Business Majors

Students who are non-business majors, but who wish to attain a minor in business, must successfully complete the following courses: 12 hours of upper-division business electives must be taken at UT. Not more than six hours of business electives from accounting, economics, or statistics may be used for this minor. Students are responsible for meeting prerequisites listed for any upper-division courses taken in a particular concentration.

Requirements for All Curricula

A student must complete the curriculum outlined by the major department in order to receive a degree. If a degree is indicated or where a choice is allowed, the student will fulfill the requirement by selecting from specified courses. Where electives are indicated or where a choice is allowed, the student must meet the approval of the adviser. Non-departmental electives are considered.
as courses outside the student’s major department. No more than 42 hours are permitted in any one subject area. A maximum of 30 credit hours of unconventionally graded (S/NC, P/F, P, etc.) courses may be applied to the total credit hours required for a degree of Bachelor of Science in Business Administration. Such credit hours may be used to meet only the requirements identified in the curriculum as “non-business electives,” “non-departmental electives,” “business and/or non-business electives,” and “business electives.” A Management Science Option is available for students with facility and interests in mathematical applications to business. See page 82. NOTE: Students are advised to consult the University’s degree requirements as stated in the front section of this catalog as well as the requirements for the college or department.

BUSINESS CORE REQUIREMENTS
The following core courses are required in all business curricula: Accounting 2110-20-30 (2110-20, 2120 for accounting and management majors); Business Administration 4430; Business Law 4110 and 4120; Economics 2110-20-30; Finance 3510 (Finance 4370 for public administration majors), 3120-30; Management 3010; 3110 (3111 for management majors); Marketing 3110-20; Office Administration 2750 or Computer Science 1410 (3150 for Management Science Option) and Statistics 2100 and three hours of upper-division statistics elective, as designated by the curriculum (3450-60 for Management Science Option).

ENGLISH REQUIREMENT
The English requirement can be fulfilled by English 1010 or 1011; 1020; 2510-20 or 2511, 2540, 2610-70-80, 2660-70-80. Speech 2311, unless specifically required by a curriculum, may be used to satisfy four of the elective English hours required. English courses beyond 1000 level may be by S/NC grading. Students making a B average in freshman English are permitted to substitute for the 2000-level courses listed above any upper-division courses which the Department of English will allow them to take.

NATURAL SCIENCE REQUIREMENT
The natural science requirement can be fulfilled by an eight-hour sequence (any eight-hour sequence) of four hours of natural science for the business elective curriculum. Any of the following fields: astronomy, biology, botany, chemistry, geology, physics.

SOCIAL SCIENCE REQUIREMENT
The social science requirement can be fulfilled by taking courses in the following fields: Anthropology 2150-20-30; Geography 1610-20, 2110-20; History 1510-20 (1518-20), 1610-20, 1920, 2610-20 (2612-20); Human Services 2890; Philosophy 1510-20, 2310, 2510-20; Psychology 2510 (2518), 2530-40; Religious Studies 2610 (2611); 2630; and Sociology 1510-20. Students who have not completed a year of American history in high school must select American History (History 2510) or 2518-18 and 2511 or 2521 as part of the 18 hours of social sciences.

COMPUTER SCIENCE REQUIREMENT
A computer programming course satisfies this requirement; Computer Science 1410 or Office Administration 2760 is recommended.

Accounting
The curriculum provides preparation for professional accounting careers in public accounting, industry, and government. Graduates are eligible for the CPA examination in Tennessee.

Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. These must include a minimum of 15 hours of upper-division accounting courses numbered 3000 or above and must include Accounting 4110, 4140, 4430, and 4630. Transfer students with nine quarter hours of introductory accounting will receive six hours of credit in Accounting 2110-20 and three hours of lower-division accounting credit. These students must take as one of their technical electives an upper-division course approved by the accounting department advisor, and it must not be an accounting course.

Banking
Students planning careers in management of commercial banks and branches, or trust officers, investment or loan officers, or in savings or industrial banks, the Federal Reserve System, international monetary institutions, or state and federal bank regulatory agencies may major in banking.

Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. These must include a minimum of 12 hours of finance courses.

BUSINESS CORE REQUIREMENTS
The following core courses are required in all business curricula: Accounting 2110-20-30 (2110-20, 2120 for accounting and management majors); Business Administration 4430; Business Law 4110 and 4120; Economics 2110-20-30; Finance 3510 (Finance 4370 for public administration majors), 3120-30; Management 3010; 3110 (3111 for management majors); Marketing 3110-20; Office Administration 2750 or Computer Science 1410 (3150 for Management Science Option) and Statistics 2100 and three hours of upper-division statistics elective, as designated by the curriculum (3450-60 for Management Science Option).

ENGLISH REQUIREMENT
The English requirement can be fulfilled by English 1010 or 1011; 1020; 2510-20 or 2511, 2540, 2610-70-80, 2660-70-80. Speech 2311, unless specifically required by a curriculum, may be used to satisfy four of the elective English hours required. English courses beyond 1000 level may be by S/NC grading. Students making a B average in freshman English are permitted to substitute for the 2000-level courses listed above any upper-division courses which the Department of English will allow them to take.

NATURAL SCIENCE REQUIREMENT
The natural science requirement can be fulfilled by an eight-hour sequence (any eight-hour sequence) of four hours of natural science for the business elective curriculum. Any of the following fields: astronomy, biology, botany, chemistry, geology, physics.

SOCIAL SCIENCE REQUIREMENT
The social science requirement can be fulfilled by taking courses in the following fields: Anthropology 2150-20-30; Geography 1610-20, 2110-20; History 1510-20 (1518-20), 1610-20, 1920, 2610-20 (2612-20); Human Services 2890; Philosophy 1510-20, 2310, 2510-20; Psychology 2510 (2518), 2530-40; Religious Studies 2610 (2611); 2630; and Sociology 1510-20. Students who have not completed a year of American history in high school must select American History (History 2510) or 2518-18 and 2511 or 2521 as part of the 18 hours of social sciences.

COMPUTER SCIENCE REQUIREMENT
A computer programming course satisfies this requirement; Computer Science 1410 or Office Administration 2760 is recommended.

Accounting
The curriculum provides preparation for professional accounting careers in public accounting, industry, and government. Graduates are eligible for the CPA examination in Tennessee.

Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. These must include a minimum of 12 hours of finance courses.

TOTAL: 193 hours

Students planning careers in management of commercial banks and branches, or trust officers, investment or loan officers, or in savings or industrial banks, the Federal Reserve System, international monetary institutions, or state and federal bank regulatory agencies may major in banking.

Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. These must include a minimum of 12 hours of finance courses.

Banking
Students planning careers in management of commercial banks and branches, or trust officers, investment or loan officers, or in savings or industrial banks, the Federal Reserve System, international monetary institutions, or state and federal bank regulatory agencies may major in banking.

Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. These must include a minimum of 12 hours of finance courses.
Sophomore
Philosophy elective 3
English literature elective 3
Accounting 2110-20
Economics 2120-30
Computer science elective 3
Psychology 2520
Teaching field 3
School Health 3150
Public Health authorities (3 hours)
Physical education elective 2
Statistics 2100 3

Junior
Philosophy, anthropology, or upper-division history elective 3
Management 3110 3
Marketing 3150-20 3
Finance 3130-30
Finance 3130-30
Business Law 3130-20
Office Administration 3210 3
Teaching field 3
Educational Psychology 3610 3
Educational psychology and measurement 3
Total 187 hours

Economics
The Department of Economics offers specialized courses for those who desire to become economists or specialists in business, education, government, and various other fields. The curriculum requirements for an economics major in the College of Business Administration are listed below with an additional explanation given on page 86. Freshman students may also elect to major in economics in the College of Liberal Arts or to become certified to teach economics in the secondary schools through the College of Education. See page 102 for further details.<br><br>Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of finance courses. This major is for those who desire a broad business background without extensive concentration in any single business field. To that end it includes advanced work beyond the introductory courses in accounting, economics, finance, management, marketing, statistics, and transportation as specified below. Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.

Finance Curricula in the finance department include those in finance, banking, insurance, and real estate and urban development. The finance curriculum offers courses in the following areas: business financial management, security analysis and investments, financial institutions, and monetary theory and policy. Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of finance courses. This major is for those who desire a broad business background without extensive concentration in any single business field. To that end it includes advanced work beyond the introductory courses in accounting, economics, finance, management, marketing, statistics, and transportation as specified below. Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.

Freshman
English literature elective 3
Mathematics 1010-12 or 1011-1030 3
Mathematics 2450-50 or 1840-50 3
Accounting 2110-20 3
Computer science elective 3
Psychology 2520 3
Teaching field 3
School Health 3150 3
Public Health authorities (3 hours)
Physical education elective 2
Statistics 2100 3

Sophomore
Philosophy elective 3
English literature elective 3
Accounting 2110-20
Economics 2120-30
Computer science elective 3
Psychology 2520
Teaching field 3
School Health 3150
Public Health authorities (3 hours)
Physical education elective 2
Statistics 2100 3

Junior
Philosophy 2510 3
Psychology 2520 3
Economics 2310-30 3
Non-business elective 3

Senior
Business Law 4110-20 3
Business Administration 4430 3
Business and/or non-business electives 6

TOTAL 187 hours

General Business
This major is for those who desire a broad business background without extensive concentration in any single business field. To that end it includes advanced work beyond the introductory courses in accounting, economics, finance, management, marketing, statistics, and transportation as specified below. Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.

Freshman
English literature elective 3
Mathematics 1010-12 or 1011-1030 3
Mathematics 2450-50 or 1840-50 3
Accounting 2110-20 3
Computer science elective 3
Psychology 2520 3
Teaching field 3
School Health 3150 3
Public Health authorities (3 hours)
Physical education elective 2
Statistics 2100 3

Sophomore
Accounting 2110-20 3
Economics 2120-30 3
Computer science elective 3
Psychology 2520 3
Social science elective 3
Social science elective 3
Statistics 2100-30 3

Senior
Business Law 4110-20 3
Marketing 4110-20 3
Business Administration 4430 3
Business and/or non-business electives 6

TOTAL 187 hours

Insurance
This major is for students planning careers in business risk management, insurance company and business administration, actuarial work, pension administration, life underwriting, estate planning, property-casualty agency management, insurance consulting, loss adjustment, and state regulation of
Training, and human resources management. Specialized fields of employment, wage and students who wish to prepare for careers in assurance, and supervision. Control, work measurement, quality materials management, scheduling and operations in manufacturing and service business organizations and also complete a basic understanding of management of interested in management. All students 'To be taken when the topic is insurance. Business or non-business Economics 4470 ; Industrial Engineering 3600 ; Insurance 3120-30 ......... 3 3 - Finance 3510 ......................... 3 - - Statistics 4310 or 4220 or 4250 -... 3 Management 3010, 3210, 4460 ......... 3 - 5 Management 3110 -.................... 3 Management 3210, 4460 -.............. 3 - 6 Speech 2311 ......................... 4 English 1010 or 1011 ; 1020 ; Accounting 2130 or 3210 ...... 3 3 - 4 Marketing 3110-30 -................ 3 3 Senior Business Administration 4430 - 3 Business Law 4110-20 -.............. 3 3 Departmental elective - 3 Senior Business Administration 4330 - 3 Finance 4110, 4340* - 3 3 Business Elective - - 3 3 Business and/or non-business electives - 3 3 TOTAL: 187 hours

1See Requirements for All Curricula.
"To be taken when the topic is insurance.

Management

This major is designed for students interested in management. All students complete a set of courses designed to provide a basic understanding of management of business organizations and also complete one of the following concentrations:

Operations Management—designed for students who wish to prepare in operations in manufacturing and service industries, including the specific fields of materials management, scheduling and control, work measurement, quality assurance, and supervision.

Personnel Management—designed for students who wish to prepare for careers in personnel management, including the specialized fields of employment, wage and salary administration, job evaluation, training, and human resources management.

General Management—designed for students who desire careers in management, but who do not wish to specialize in operations or personnel. This concentration allows flexibility so that students tailor their programs of study to fit their career goals by selecting from a set of both departmental and non-departmental courses.

Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence in the University of Tennessee, Knoxville. These must include at least 15 hours of management courses including 4210, 4320, 4460.

Freshman

English 1010 or 1011; 1020; 3 3
3020, 4720; Journalism 3710; Management 3230, 4410, 4510, 4560, 4710.

Freshman

English 1010 or 1011; 1020; 3 3
Math 1540-50-60 or 1010; 1020, 3 3
Marketing 3110-20 -.............. 3 3
Accounting 2120-20 -.............. 3 3
Economics 2110 3 3

Sophomore

Economics 3210-30 -............. 3 3
Accounting 2120-20 -.............. 3 3
Marketing 3110-20 -.............. 3 3
Economics 3240 3 3

Concentration electives -.............. 3 3
Operations Concentrations

Industrial Engineering 3600 3 3
Statistics 3310 3 3
Marketing 3111 3 3

Finance 3510 3 3
Economics 3110, 3210, 4460 3 3
Management 3110 3 3
Business Administration 4430 3 3
Statistics upper-division elective 3 3
Concentration elective 3 3

Senior

Business Law 4110-20 -.............. 3 3
Business Administration 4430 3 3
Management Science 2110-20 -.............. 3 3
Marking 3110-30 -.............. 3 3
Operations Concentrations

Industrial Engineering 3600 3 3
Statistics 3310 3 3
Marketing 3111 3 3

General Concentrations

Management 3110 3 3
Business and/or non-business electives 3 3
Concentration elective -.............. 3 3

TOTAL: 187 hours

2See Requirements for All Curricula.

Marketing

This major is designed to prepare students for careers with companies engaged in the marketing of consumer and industrial goods and their distribution by manufacturers, wholesalers, and retailers. The curriculum trains students for positions in sales, advertising, promotion, research, and marketing management. The integrated sequence of courses enables students to obtain broad training in the analysis of marketing decision problems.

Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at the University of Tennessee, Knoxville. These must include the following required non-business courses: 3210, 4210, 4410, 4560, 4710.

Freshman

English 1010 or 1011; 1020; 3 3
Math 1540-50-60 or 1010; 1020, 3 3
Marketing 3110-20 -.............. 4 4
Natural sciences electives 4 4
Social science electives 4 4
Economics 2110 - 3

Sophomore

Economics 3210-30 -............. 4 4
Accounting 2120-20 -.............. 3 3
Marketing 3110-20 -.............. 3 3
Computer science elective 3 3
Statistics 3110 3 3

Social science elective -.............. 4 4
Non-business electives - 6 2 5

Junior

Business Administration 4430 - 3 3
Business Law 4110-20 -.............. 3 3
Economics 4470 3 3

Concentration elective -.............. 3 3
Operations Concentrations

Industrial Engineering 3600 3 3
Statistics 3310 3 3
Marketing 3111 3 3

General Concentrations

Management 3110 3 3
Business and/or non-business electives 3 3
Concentration elective -.............. 3 3

Senior

Business Law 4110-20 -.............. 3 3
Business Administration 4430 3 3
Management Science 2110-20 -.............. 3 3
Marketing 3110-30 -.............. 3 3
Operations Concentrations

Industrial Engineering 3600 3 3
Statistics 3310 3 3
Marketing 3111 3 3

General Concentrations

Management 3110 3 3
Business and/or non-business electives 3 3
Concentration elective -.............. 3 3

TOTAL: 187 hours

See Requirements for All Curricula.

Management Science 2111 is recommended to fulfill 8 hours of the sophomore elective.

3This major is designed to prepare students for careers with companies engaged in the marketing of consumer and industrial goods and their distribution by manufacturers, wholesalers, and retailers. The curriculum trains students for positions in sales, advertising, promotion, research, and marketing management. The integrated sequence of courses enables students to obtain broad training in the analysis of marketing decision problems.

Transfer Students: A minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at the University of Tennessee, Knoxville. These must include the following required non-business courses: 3210, 4210, 4410, 4560, 4710.

Freshman

English 1010 or 1011; 1020; 3 3
Math 1540-50-60 or 1010; 1020, 3 3
Marketing 3110-20 -.............. 4 4
Natural sciences electives 4 4
Social science electives 4 4
Economics 2110 - 3

Sophomore

Economics 3210-30 -............. 4 4
Accounting 2120-20 -.............. 3 3
Marketing 3110-20 -.............. 3 3
Computer science elective 3 3
Statistics 3110 3 3

Social science elective -.............. 4 4
Non-business electives - 6 2 5

Sophomore

Economics 3210-30 -............. 4 4
Accounting 2120-20 -.............. 3 3
Marketing 3110-20 -.............. 3 3
Computer science elective 3 3
Statistics 3110 3 3

Social science elective -.............. 4 4
Non-business electives - 6 2 5

Junior

Accounting 3110 or 3210 -........ 3 3
Business Administration 4430 -........ 3 3
Economics 3120 or 3210 or 3410 -........ 3 3
Economics 3120 or 3210 or 3410 -........ 3 3
Non-business electives - 6 2 5

Junior

Business Administration 4430 -........ 3 3
Economics 3120 or 3210 or 3410 -........ 3 3
Finance 3120-30 -.............. 3 3
Finance 3120-30 -.............. 3 3
Management 3110 3 3
Marketing 3110 3 3
Marketing 3110-20 -.............. 3 3
Marketing 4210 -.............. 3 3
Marketing 4210 -.............. 3 3
Transportation 3110 -.............. 3 3
Non-business electives - 6 2 5

Senior

Business Administration 4430 -........ 3 3
Business Administration 4430 -........ 3 3
Business electives (9 hours from Marketing 3110-30, 4210, 4310, 4450, 4560, 4810-20, Transportation 4220-30, Business Administration 4430) 3 3
Marketing 4560 -.............. 3 3
Marketing 4560 -.............. 3 3
Transportation 3110 -.............. 3 3
Non-business electives - 6 2 5

Senior

Business Administration 4430 -........ 3 3
Business electives (9 hours from Marketing 3110-30, 4210, 4310, 4450, 4560, 4810-20, Transportation 4220-30, Business Administration 4430) 3 3
Marketing 4560 -.............. 3 3
Marketing 4560 -.............. 3 3
Transportation 3110 -.............. 3 3
Non-business electives - 6 2 5

TOTAL: 187 hours

See Requirements for All Curricula.

It is strongly recommended that marketing majors select as one of their electives a course from the concentration offerings listed in the business and/or non-business electives section.
### Office Administration

Students entering the field of office administration may choose a specialized program to prepare for supervisory, administrative, or managerial positions in the office. Students following the office administration major may meet teacher certification requirements by taking the appropriate education courses in consultation with the faculty advisor.

Each major in office administration will select an option area of 12 hours from one of these areas: accounting, banking, bilingual, computer science, insurance, logistics, management, marketing, political science, real estate, secretarial, statistics, and transportation.

Transfer Students: To graduate with a major in office administration, a minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. A minimum of 12 hours must be in office administration.

<table>
<thead>
<tr>
<th>Hours Credit</th>
<th>Subject</th>
<th>Course Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>English 1010 or 1011: 1020</td>
<td>3</td>
<td>Business Administration 1110</td>
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<tr>
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<td>1031 or 1032 or 1033</td>
<td>3</td>
<td>Mathematics 1540-50-60 or 1540-50-60</td>
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<td></td>
<td>3</td>
<td>Non-business elective</td>
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<td></td>
<td>Accounting 2110-20-30</td>
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<td>Statistics upper-division elective</td>
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<td></td>
<td>3</td>
<td>Specialized electives</td>
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<td></td>
<td>Sociology 1110</td>
<td>3</td>
<td>Business Law 4110-20</td>
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<td></td>
<td>3</td>
<td>Social science elective</td>
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<td>Business Administration 2310, 2410, 4410, 4420</td>
<td>3</td>
<td>Business Administration 4430, 4450-20</td>
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<td>Accounting 2110-20-30</td>
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<td>Non-business elective</td>
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<td>Courses from option area</td>
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<td>Business Administration 4480-20-25</td>
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<td>Business Administration 4490, 4500, 4505</td>
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<td></td>
<td>3</td>
<td>Non-business elective</td>
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<td>Courses from option area</td>
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<td>Business Administration 4490, 4500, 4505</td>
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<td>Courses from option area</td>
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<td>3</td>
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<td>3</td>
<td>Non-business elective</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Courses from option area</td>
<td>3</td>
<td>Business Administration 4480, 4490, 4500, 4505</td>
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<tr>
<td></td>
<td>3</td>
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<td>Courses from option area</td>
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<td>Business Administration 4480, 4490, 4500, 4505</td>
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<td>3</td>
<td>Business Administration 4490, 4500, 4505</td>
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<td>3</td>
<td>Non-business elective</td>
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<td></td>
<td>Courses from option area</td>
<td>3</td>
<td>Business Administration 4480, 4490, 4500, 4505</td>
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</tbody>
</table>

TOTAL: 187 hours

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### Implementation

Students entering the field of office administration may choose a specialized program to prepare for supervisory, administrative, or managerial positions in the office. Students following the office administration major may meet teacher certification requirements by taking the appropriate education courses in consultation with the faculty advisor.

Each major in office administration will select an option area of 12 hours from one of these areas: accounting, banking, bilingual, computer science, insurance, logistics, management, marketing, political science, real estate, secretarial, statistics, and transportation.

Transfer Students: To graduate with a major in office administration, a minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. A minimum of 12 hours must be in office administration.

<table>
<thead>
<tr>
<th>Hours Credit</th>
<th>Subject</th>
<th>Course Code</th>
<th>Description</th>
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<td>English 1010 or 1011: 1020</td>
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<td>Business Administration 1110</td>
</tr>
<tr>
<td></td>
<td>1031 or 1032 or 1033</td>
<td>3</td>
<td>Mathematics 1540-50-60 or 1540-50-60</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Non-business elective</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accounting 2110-20-30</td>
<td>3</td>
<td>Statistics upper-division elective</td>
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<td>Business Law 4110-20</td>
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<td>3</td>
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</tr>
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<td>Business Administration 2310, 2410, 4410, 4420</td>
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<td>Non-business elective</td>
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<td>Business Administration 2410-20</td>
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<td>Courses from option area</td>
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<td>Courses from option area</td>
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<td>Business Administration 4480, 4490, 4500, 4505</td>
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<td>Business Administration 4490, 4500, 4505</td>
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<td>3</td>
<td>Non-business elective</td>
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<td>Courses from option area</td>
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<td>Business Administration 4480, 4490, 4500, 4505</td>
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<td>Courses from option area</td>
<td>3</td>
<td>Business Administration 4480, 4490, 4500, 4505</td>
</tr>
</tbody>
</table>

TOTAL: 187 hours

---

### Implementation

Students entering the field of office administration may choose a specialized program to prepare for supervisory, administrative, or managerial positions in the office. Students following the office administration major may meet teacher certification requirements by taking the appropriate education courses in consultation with the faculty advisor.

Each major in office administration will select an option area of 12 hours from one of these areas: accounting, banking, bilingual, computer science, insurance, logistics, management, marketing, political science, real estate, secretarial, statistics, and transportation.

Transfer Students: To graduate with a major in office administration, a minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. A minimum of 12 hours must be in office administration.
**Transportation and Logistics**

A major in transportation and logistics is recommended for students who plan careers with: (1) transportation companies that supply freight and/or passenger services; (2) industrial and marketing organizations that must coordinate traffic, warehousing, and related distribution activities to achieve optimal business logistics systems; or (3) transport regulatory and planning agencies at all levels of government. The program prepares students for the examinations of the American Society of Traffic and Transportation. A number of scholarships for transportation and logistics majors are available.

To graduate with a major in transportation and logistics, a minimum of 30 quarter hours of required upper-division College of Business Administration courses must be completed in residence at The University of Tennessee, Knoxville. These must include a minimum of 21 hours of transportation and logistics courses in residence.

**Sophomore**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>English 1010 or 1011, 1020</td>
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<td>3</td>
</tr>
<tr>
<td>English 2010 or 2012, 2020</td>
<td>3</td>
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<tr>
<td>Business Administration 4430</td>
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<td>Statistics 3110</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Computer science elective</td>
<td>3</td>
<td>3</td>
</tr>
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<td>Business and/or non-business electives</td>
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<tr>
<td>Social science elective</td>
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<td>Mathematics 2840, 3000</td>
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<tr>
<td>Office Administration 4320</td>
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<td>3</td>
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<tr>
<td>Real Estate 3410-30, 4110-40</td>
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<td>3</td>
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<tr>
<td>Finance 3140-20-40</td>
<td>3</td>
<td>3</td>
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<tr>
<td>Marketing 3110-20</td>
<td>3</td>
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<td>Management 3110</td>
<td>3</td>
<td>3</td>
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**Senior**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance 4130, 4270, 4560</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Business Law 4110-20-30</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Business Administration 4430</td>
<td>3</td>
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<tr>
<td>Management 3110</td>
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<td>3</td>
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<tr>
<td>Statistics 4150</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Economics 3110-20-20</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Real Estate 3410-30, 4110-40</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Finance 3140-20-40</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total: 187 hours</td>
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</tbody>
</table>

**The Management Science Option**

The Management Science Option is designed for students who have demonstrated a high level of ability in mathematics and who are interested in applying this ability toward solving management problems. The Management Science Option is available to students majoring in accounting, finance, general business, industrial management, marketing, real estate, and urban development, statistics, and transportation.

**Accounting M.S.O.**

Transfer students with nine quarter hours of introductory accounting will receive six hours of credit in Accounting 2110-20 and three hours of lower-division accounting credit. These students must take one of their technical electives an upper-division course approved by the accounting department adviser, and it must not be an accounting course.

**Transfer Students:** An option in Accounting M.S.O. requires a minimum of 30 quarter hours of required upper-division College of Business Administration courses which must include a minimum of 15 hours of accounting courses numbered 3000 or above and must include Accounting 4110, 4640, and either 4140 or 4430.

**Sophomore**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>Speech 2311 or 2361</td>
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<tr>
<td>Mathematics 1840, 2050</td>
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<td>Economics 2110-20-30</td>
<td>3</td>
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<tr>
<td>Management 4610-20-30</td>
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<td>Management Science 2110</td>
<td>3</td>
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<td>Total: 187 hours</td>
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**Senior**

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<thead>
<tr>
<th>Course</th>
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<th>Credit</th>
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<tbody>
<tr>
<td>Real Estate 4120-20-30</td>
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</tr>
<tr>
<td>Business and/or non-business electives</td>
<td>3</td>
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</tr>
<tr>
<td>Social science elective</td>
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<tr>
<td>Mathematics 2840, 3000</td>
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<tr>
<td>Accounting 2110-20-30</td>
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<tr>
<td>Management 4610-20-30</td>
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<td>Management Science 2110</td>
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<tr>
<td>Total: 187 hours</td>
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<td>Year</td>
<td>Hours Credit</td>
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<td>Freshman</td>
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<td>Sophomore</td>
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<td>Junior</td>
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</tr>
<tr>
<td>Senior</td>
<td>11</td>
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</tbody>
</table>

**Economics electives**

**Finance, insurance and real estate electives**

**Management 4610-20**

**Business and/or non-business elective**

**TOTAL: 187 hours**

See Requirements for All Curricula.

**Management M.S.O.**

**Freshman**

**Hours Credit**

| English 1010 or 1011: 1020 | 3 3 3 |
| Mathematics 1100 or 1105 | 3 3 3 |
| Natural science electives | 4 4 4 |
| Social science electives | 4 4 4 |
| Non-business electives | 4 4 4 |

**Sophomore**

| English electives | 4 4 4 |
| Economics 2110-20-30 | 3 3 3 |
| Accounting 2110-20-30 | 3 3 3 |
| Mathematics 2840-50-60 | 4 4 4 |
| Social science electives | 4 4 4 |
| Non-business electives | 4 4 4 |

**Junior**

| Finance 3120-20-30 | 3 3 3 |
| Management 3010, 3110 | 3 3 3 |
| Marketing 3110-20 | 3 3 3 |
| Statistics 3440-50-60 | 3 3 3 |
| Management Science 3810 | 3 3 3 |
| Accounting electives | 3 3 3 |
| Computer Science 3190 | 3 3 3 |
| Business | 3 3 3 |
| Business and/or non-business electives | 3 3 3 |
| TOTAL: 187 hours |

See Requirements for All Curricula.

**General Business M.S.O.**

Transfer Students: An option in General Business M.S.O. requires a minimum of 30 quarter hours of upper-division College of Business Administration courses which must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.

**Freshman**

| English 1010 or 1011: 1020 | 3 3 3 |
| General Business Administration 4430 | 3 3 3 |
| Management 4610 | 3 3 3 |
| Business Law 4110-20 | 3 3 3 |
| Management Science 2110 | 3 3 3 |
| TOTAL: 187 hours |

See Requirements for All Curricula.

**Economics electives**

**Finance, insurance and real estate electives**

**Management 4610-20**

**Business and/or non-business elective**

**TOTAL: 187 hours**

See Requirements for All Curricula.

**Management M.S.O.**

**Freshman**

**Hours Credit**

| English 1010 or 1011: 1020 | 3 3 3 |
| Mathematics 1100 or 1105 | 3 3 3 |
| Natural science electives | 4 4 4 |
| Social science electives | 4 4 4 |
| Non-business electives | 4 4 4 |

**Sophomore**

| English electives | 4 4 4 |
| Economics 2110-20-30 | 4 4 4 |
| Accounting 2110-20-30 | 4 4 4 |
| Mathematics 2840-50-60 | 4 4 4 |
| Social science electives | 4 4 4 |
| Economics 2110 | 4 4 4 |
| Non-business elective | 4 4 4 |

**Junior**

| Finance 3120-20-30 | 3 3 3 |
| Management 3010, 3110 | 3 3 3 |
| Marketing 3110-20 | 3 3 3 |
| Statistics 3440-50-60 | 3 3 3 |
| Accounting 4210-20-30 | 3 3 3 |
| Management 4710 | 3 3 3 |
| Marketing 4650 | 3 3 3 |
| TOTAL: 187 hours |

See Requirements for All Curricula.

**General Management Concentration**

**Concentration electives**

**TOTAL: 6 hours**

**PERSONNEL CONCENTRATION**

| Management 4470, 4530 | 3 3 3 |
| Management 4470, 4530 | 3 3 3 |
| MANAGEMENT CONCENTRATION | 3 3 3 |
| Concentration electives | 3 3 3 |
| TOTAL: 187 hours |

See Requirements for All Curricula.

**Real Estate and Urban Development M.S.O.**

**Freshman**

| English 1010 or 1011: 1020 | 3 3 3 |
| Mathematics 1100 or 1105 | 3 3 3 |
| Natural science electives | 4 4 4 |
| Social science electives | 4 4 4 |
| Non-business electives | 4 4 4 |

**Sophomore**

| English electives | 4 4 4 |
| Economics 2110-20-30 | 4 4 4 |
| Accounting 2110-20-30 | 4 4 4 |
| Mathematics 2840-50-60 | 4 4 4 |
| Social science electives | 4 4 4 |
| Economics 2110 | 4 4 4 |
| Non-business elective | 4 4 4 |

**Junior**

| Accounting 3110-20-30 | 3 3 3 |
| Business Law 4110-20-30 | 3 3 3 |
| Management 3115 | 3 3 3 |
| Marketing 3110-20 | 3 3 3 |
| Marketing 4510 | 3 3 3 |
| TOTAL: 187 hours |

See Requirements for All Curricula.

**See Requirements for All Curricula.**

Business and/or non-business electives must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.

**General Business Administration courses** which must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.

**See Requirements for All Curricula.**

Business and/or non-business electives must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.

**See Requirements for All Curricula.**

Business and/or non-business electives must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.

**See Requirements for All Curricula.**

Business and/or non-business electives must be completed in residence at The University of Tennessee, Knoxville. Those must include a minimum of 12 hours of accounting, economics, and finance courses.
Finance, management, marketing, and program is offered in the fields of accounting, economics, finance, and urban development, statistics, and forest industries management, governmental administration, and other courses in accounting except for engineering majors. Courses must be taken in sequence and transfers in order to be applicable toward the Bachelor of Business Administration degree. Further details can be found in the General Catalog for detailed information. Students applying for the MBA, M.Acc., and DBA programs are required to take the Graduate Management Admission Test (GMAT). Applicants for the M.A., M.A.C.T., M.S., and Ph.D. programs may take either the GMAT or the Graduate Record Examination (GRE). Applicants whose native language is not English must submit results of the Test of English as a Foreign Language (TOEFL). Applicants whose native language is not English must submit results of the Test of English as a Foreign Language (TOEFL). Applicants whose native language is not English must submit results of the Test of English as a Foreign Language (TOEFL).

**Graduate Studies**

The College of Business Administration offers advanced programs in economics leading to the Master of Arts, the Master of Science, the Master of Arts in College Teaching, and the Doctor of Philosophy degree. The Master of Business Administration degree program is offered in the fields of accounting, economics, finance, forest industries management, governmental financial administration, management, management information systems, marketing, real estate and urban development, statistics, and transportation and logistics. The Master of Accountancy is offered in accounting. The Doctor of Business Administration degree program is offered in the fields of accounting, finance, management, marketing, and transportation and logistics. Advanced programs in management science lead to the M.S. and the Ph.D. degrees. The M.S. degree in statistics is also available. The M.S. and the Ph.D. degrees are granted in industrial and organizational psychology jointly with the Department of Psychology. This college and the College of Law offer a coordinated dual degree program leading to the conferred of both the Doctor of Jurisprudence and the Master of Business Administration degrees. See the Graduate Catalog for detailed information.

See Requirements for All Curricula.

### Accounting and Business Law

#### Professors

- H. G. Haring, Ph. D., Alabama, CPA
- R. F. Deutsch, Ph. D., Louisiana State, CPA
- W. R. Scott, Ph. D., Louisiana State, CPA
- J. S. Costa (Emeritus), Ph.D., George Washington

#### Associate Professors

- R. C. Bridges, Ph.D., Arkansas, CPA
- J. B. Atkins, Ph.D., Tennessee State, CPA
- G. E. Nichols, Ph.D., Louisiana State, CPA

#### Assistant Professors

- R. L. Townsend, Ph.D., Texas, CPA
- K. M. Lash, Ph.D., Virginia Polytechnic & State University
- J. M. Novak, Ph.D., Delaware State University

#### Instructors

- J. A. Brown, Ph.D., University of Tennessee
- G. W. Anderson, Ph.D., University of Tennessee
- J. L. Williams, Ph.D., Illinois State, CPA

#### Lecturers

- D. P. Hazard, M.B.A., Tennessee State, CPA

### Finance

**3210-20-30 Managerial Cost Accounting (3, 3, 3)**

A business-oriented course in costing, including preparation of the financial statements for a business environment. Auditing. Prereq: 4110 with grade of C or better.

**3230 and consent of department head.**

This course substitutes for Accounting 4110 in student's program.

#### 3230 and consent of department head.**

This course substitutes for Accounting 4110 in student's program.

#### 3238 Honors: Managerial Cost Accounting (3)

Designed for increased enrichment of student with superior ability and interest. Prereq: Same as for 3230 and consent of department head. This course substitutes for Accounting 3230 in student's program.

#### 3510 Not-for-Profit Accounting (3)

Theory and practice of accounting for non-profit organizations. Prereq: Same as for 3130 and consent of department head. Substitutes for Accounting 3130 in student's program.

#### 3210-20-30 Intermediate Financial Accounting (3, 3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.

#### 3110-20-30 Intermediate Financial Accounting (3, 3)

Analysis of financial statements, financial planning, and budgeting. Prereq: 3110-20 with grade of C or better.
4430 Taxation of Estates and Gifts (3) Topics include transfer of death, inter vivos transfers, life insurance, annuities and property death benefits; marital and other deductions and exclusions, and estate and gift tax reform. Prereq: 4432.

4630 Analysis and Design of Information Systems (3) General systems concepts, flowcharting, planning of systems studies, determination of systems objectives, development and evaluation of design alternatives, implementation, documentation, and control. Prereq: Computer Science 316.

4638 Honors: Analysis and Design of Information Systems (2) Designed for increased enrichment of student with superior ability and interest. Prereq: Same as for 4630 and consent of department head. Substitutes for Accounting 4630 in the student's program. Substitutes for Accounting 4630 in the student's program.

4990 Accounting Theory (3) Theory and conceptual framework underlying measurement and financial position as related to the resolution of key reporting problems. Prereq: 3130 with grade of C or better.

GRADUATE

See page 87 for information on graduate programs.

5002 Non-Thesis Graduation Completion (3-15)

5010 Financial Accounting (3)

5020 Corporate Reporting Problems (2)

5035 Managerial Accounting (3)

5108 Seminar in Accounting Theory (3)

5130 Seminar in Advanced Auditing (5)

5130-40-50 Current Issues in Accounting Topics (3, 3, 3)

5160 Graduate Internship in Accounting (2)

5160 Seminar in Advanced Managerial Cost Accounting (3)

5160 Auditing Concepts (3)

5230 Advanced Auditing (2)

5330 Advanced Income Tax (3)

5340 consolidations and Business Combinations (3)

5340 Tax Research (3)

5340 Tax Planning (3)

5440 Taxation of Estates and Gifts (3)

5510 Not-for-Profit Accounting (3)

5650 Accounting Systems and EDP Concepts and Control (3)

5640 Seminar in Accounting Information Systems (3)

5810 Accounting for Control (3)

5900 Seminar in Accounting Research (3)

6000 Doctoral Dissertation and Research

610-30-30 Doctoral Seminar in Accounting (3, 3, 3)

Business Law (216)

4110 Environmental Business Law (3) Principles of law comprising legal environment appropriate to common business transactions. Strongly integrated with basic political and economic concepts. Review of U.S. legal system.

4120 Law of Business Organizations and Regulation (2) General principles of law as they pertain to business partnerships and corporations, affected taxation, and treat agencies regulating business. Prereq: 4110.

4310 Administrative Regulation of Business (3) Analysis and comparison of different activities controlled by administrative agencies, at federal, state, and local levels. Includes nature of regulatory function, administrative procedures, and significant laws administered by such agencies. Prereq: 4120.

4330 Business Law (3) Fundamentals of business law designed for professional examination preparation for licensing or certification in fields of public accounting, auditing, taxation, and selected cases. Chartered professional and undergraduate graduates. Certified professional accountant. Specialized


2110-20-30-40 Introductory Economics (3, 3, 3, 3) Three-hour weekly class covering fundamental principles of microeconomics and macroeconomics. Several topics including controversial issues of current concern, will be covered. Emphasis will be on non-technical treatment. Designed for non-economics and non-College of Business Administration majors. May not be used for degree requirements in business administration, and may not be substituted for Economics 2120 or 2130.

2110-20-30 Introductory Economics (3, 3, 3) Includes supply and demand; production, cost, and supply; distribution. Prereq: 2128.


2130-28-38 Honors: Introductory Economics (3) For students of superior ability and interest. Entrance into 2110 requires 6 average: selected third-quarter freshman will be accepted on basis of high school record. American College Testing Program scores, and grade record from first two quarters. Grade of B in 2118 is necessary for entrance into 2128. An A or B in 2128 automatically gives credit for 2130 also, with same grade. Students making C or D in 2128 must repeat 2130 in order to receive nine hours credit.

3110 Intermediate Micro Theory (4) Allocation of resources and price determination; market demand, production, cost, and supply; distribution. Prereq: 2110, 2130.


3120 Intermediate Macro Theory (3) Aggregate demand, output, and levels of employment; price level, inflation, and deflation; economic growth. Prereq: 2110, 2130.


3250 Principles of Economic Development (3) Theories of economic development with applications to problem areas on local, regional, national, and international levels; technology, location, and financial aspects of economic growth. Prereq: 2110, 2130.


3270 Economic Geography of the United States (3) Historical developments in agriculture, industry, communications, transportation, banking, and trade, and of changes in governmental economic policy. Prereq: 2110, 2130.

3280 Economic History of Europe (3) Beginnings of modern European economies and their development, and relationship between economic growth and political stability in modern European history. Prereq: 2110, 2130.

3290 Economic History of Europe (3) Beginnings of modern European economies and their development, and relationship between economic growth and political stability in modern European history. Prereq: 2110, 2130.

3220 Principles of Economic Development (3) Growth and methods of analysis; national assistance for regional economic development. Prereq: 2120 and 2130.


3211 International Economics II (3) Theory of international trade, barter systems, and international financial transactions. Prereq: 2110, 2130.

3220 Principles of Economic Development (3) Growth and methods of analysis; national assistance for regional economic development. Prereq: 2120 and 2130.


3211 International Economics II (3) Theory of international trade, barter systems, and international financial transactions. Prereq: 2110, 2130.

3410 Principles of Labor Economics 2 (3) Microeconomic analysis of labor economics and labor market forces, including determination and concentration through the antitrust laws; direct regulation of business performance. Prereq: 2110, 2130.

3410 Principles of Labor Economics 2 (3) Microeconomic analysis of labor economics and labor market forces, including determination and concentration through the antitrust laws; direct regulation of business performance. Prereq: 2110, 2130.

3340 Government and Business I (3) Microeconomic objectives and alternative public policies for improving labor force participation, prevention of monopoly and concentration through the antitrust laws; direct regulation of business performance. Prereq: 2110, 2130.

3340 Government and Business I (3) Microeconomic objectives and alternative public policies for improving labor force participation, prevention of monopoly and concentration through the antitrust laws; direct regulation of business performance. Prereq: 2110, 2130.

3340 Government and Business II (3) Topics in antitrust, direct regulation, and other forms of social control; regulating information, product and managerial responsibility, government-business relations; selected topics. Prereq: 3340.

3340 Government and Business II (3) Topics in antitrust, direct regulation, and other forms of social control; regulating information, product and managerial responsibility, government-business relations; selected topics. Prereq: 3340.

3340 Principles of Labor Economics 1 (3) Supply and demand for labor; labor market determination; economic role of trade unions; application of analysis to various labor market problems such as strikes and lockouts, minimum wage, unemployment, income distribution, and occupational licensing. Prereq: 2110, 2130.

3340 Principles of Labor Economics 1 (3) Supply and demand for labor; labor market determination; economic role of trade unions; application of analysis to various labor market problems such as strikes and lockouts, minimum wage, unemployment, income distribution, and occupational licensing. Prereq: 2110, 2130.
under the National Labor Relations Act. Prereq: Organization of labor and management for collective bargaining in the private sector (3).

4470 Collective Bargaining in the Private Sector (3)

4460 Labor Legislation (3)

4430 Manpower Problems and Policies (3)

4420 Manpower Problems and Policy (3, 3, 3)

4410 Managerial Economics (3)

4400 Special Topics (3) Subject-generated course offered in accordance with the convenience of the department upon approval by the Director of Undergraduate Programs. Prereq: Subject matter and content determined by the instructor. May be repeated for credit upon approval by the Director of Undergraduate Programs. Maximum total 4 credit hrs.

4300 Collective Bargaining in the Private Sector (3)

4290 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4280 Seminar in Wage and Employment Theory (3)

4270-80 Seminar in Advanced Macroeconomic Theory (3, 3, 3)

4260 Seminar in Advanced Microeconomic Theory (3)

4250 Economic History of Europe (3)

4240 Banking and Financial Markets (3)

4233 The Political Economy of the Soviet Union and Eastern Europe (3)

4232 The Political Economy of Asian Development (3)

4231 The Political Economy of Latin America (3)

4200 Money and Banking (3)

4190 Money, Finance, and Economic Policy (3)

4180 Industrial Organization (3)

4170-80 Introduction to Mathematical Economics (3, 3)

4160 Intermediate Analysis and Economic Policy (3)

4150 History of Economic Thought (3)

4140 Economics and Business Policy (3)

4130 Topics in Investments (3)

4121-22 Macroeconomic Theory (3, 3)

4110 Managerial Economics (3)

4000 Special Topics (3) Student-generated course offered in accordance with the convenience of the department upon approval by the Director of Undergraduate Programs. Prereq: Subject matter and content determined by the instructor. May be repeated for credit upon approval by the Director of Undergraduate Programs. Maximum total 4 credit hrs.

4090 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4080 Seminar in Wage and Employment Theory (3)

4070-80 Seminar in Advanced Macroeconomic Theory (3, 3, 3)

4060 Seminar in Advanced Microeconomic Theory (3)

4050 Economic History of the U.S. (3)

4040 Economic History of Europe (3)

4030 International Trade and Development (3)

4020 Seminar in International Trade Theory (3)

4010 Managerial Economics (3)

4000 Special Topics (3) Subject-generated course offered in accordance with the convenience of the department upon approval by the Director of Undergraduate Programs. Prereq: Subject matter and content determined by the instructor. May be repeated for credit upon approval by the Director of Undergraduate Programs. Maximum total 4 credit hrs.

4900 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4790 See page 87 for information on graduate programs.

4780 Economic Theory

4770 Introduction to Economic Analysis (3)

4760 Financial Aspects of Multinational Business (3)

4750 Financial Aspects of International Business (3)

4740 Seminar in Fiscal Theory and Public Finance (3)

4730 Economic History of the U.S. (3)

4720 International Trade and Development (3)

4710 Seminar in International Trade Theory (3)

4700 Seminar in International Trade Theory (3)

4690 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4680 Seminar in Wage and Employment Theory (3)

4670 Collective Bargaining in the Private Sector (3)

4660 Economic History of the U.S. (3)

4650 Economic History of Europe (3)

4640 Economic History of the U.S. (3)

4630 Economic History of Europe (3)

4620 Seminar in Economic Development (3, 3, 3)

4610 Seminar in Economic History of the Third World (3)

4600 Seminar in Economic Development (3, 3, 3)

4590 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4580 Seminar in Wage and Employment Theory (3)

4570-80 Seminar in Advanced Macroeconomic Theory (3, 3, 3)

4560 Seminar in Advanced Microeconomic Theory (3)

4550 Economic History of the U.S. (3)

4540 Economic History of Europe (3)

4530 Economic History of the U.S. (3)

4520 Seminar in Economic Development (3, 3, 3)

4510 Seminar in Economic History of the Third World (3)

4500 Seminar in Economic Development (3, 3, 3)

4490 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4480 Seminar in Wage and Employment Theory (3)

4470 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4460 Labor Legislation (3)

4450 Economic History of the U.S. (3)

4440 Labor Legislation (3)

4430 Manpower Problems and Policy (3)

4420 Financial Aspects of Multinational Business (3)

4410 Managerial Economics (3)

4300 Collective Bargaining in the Private Sector (3)

4290 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4280 Seminar in Wage and Employment Theory (3)

4270-80 Seminar in Advanced Macroeconomic Theory (3, 3, 3)

4260 Seminar in Advanced Microeconomic Theory (3)

4250 Economic History of Europe (3)

4240 Banking and Financial Markets (3)

4233 The Political Economy of the Soviet Union and Eastern Europe (3)

4232 The Political Economy of Asian Development (3)

4231 The Political Economy of Latin America (3)

4200 Money and Banking (3)

4190 Money, Finance, and Economic Policy (3)

4180 Industrial Organization (3)

4170-80 Introduction to Mathematical Economics (3, 3)

4160 Intermediate Analysis and Economic Policy (3)

4150 History of Economic Thought (3)

4140 Economics and Business Policy (3)

4130 Topics in Investments (3)

4121-22 Macroeconomic Theory (3, 3)

4110 Managerial Economics (3)

4000 Special Topics (3) Student-generated course offered in accordance with the convenience of the department upon approval by the Director of Undergraduate Programs. Prereq: Subject matter and content determined by the instructor. May be repeated for credit upon approval by the Director of Undergraduate Programs. Maximum total 4 credit hrs.

4090 Independent Study (1-4) Offers qualified students an opportunity to pursue topics or projects of special interest. Prereq: Senior standing, 3.0 GPA in economics courses, and consent of instructor. May be repeated. Maximum total 4 credit hrs.

4080 Seminar in Wage and Employment Theory (3)

4070-80 Seminar in Advanced Macroeconomic Theory (3, 3, 3)

4060 Seminar in Advanced Microeconomic Theory (3)

4050 Economic History of the U.S. (3)

4040 Economic History of Europe (3)

4030 International Trade and Development (3)

4020 Seminar in International Trade Theory (3)

4010 Managerial Economics (3)

4000 Special Topics (3) Subject-generated course offered in accordance with the convenience of the department upon approval by the Director of Undergraduate Programs. Prereq: Subject matter and content determined by the instructor. May be repeated for credit upon approval by the Director of Undergraduate Programs. Maximum total 4 credit hrs.
3110 Theory of Risk Management (3)
Real Estate and Urban Development (649)
2610 Introduction to Real Estate (3)
Basic concepts, tools, and an analysis of real estate. May not be used for degree requirements in business administration.
3910 Principles of Real Estate and Urban Development (3) Introduction to real estate values. Prereq: Economics 3111.
3115 Real Estate Appraiser (3) Theory and practices of determining real estate value. Prereq: 3910.
3916 Real Estate Finance (3) Institutional and governmental procedures and techniques for financing real estate transactions. Prereq: 3115.
4120 Urban Growth and Land Use (3) Analysis of urban growth processes and land use patterns. Prereq: 3916.
4130 Problems of Urban Development (3) Current problems of land use and development. Prereq: 3916.
4660 Problems in Financial Management (3) Financial theory of the firm concentrating on capital budgeting, cost of capital, and optimal financial structure.
4650 Theory of Financial Management (3) Financial theory focusing on capital budgeting, cost of capital, and optimal financial structure.
5002 Non-Thesis Graduation Completion (3-15) GRADUATE
5100 Financial Administration (3) Leading financial executives, bankers, insurance executives, and realtors will conduct classes. May be repeated, Maximum 6 credit hrs. Prereq: Consent of department.
5120 Quantitative Techniques in Financial Management (3)
5120 Financial Administration (3)
5240-30 Investment (3, 3)
5460 Commodity Futures and Stock Options (3)
5710 Public Finance: Revenue (3)
5730 Public Finance: Expenditures (3)
5730 Finance Administration of Government (3)
5740 Seminar in Monetary Theory (3, 3)
5810 Financial Markets and Intermediaries (3)
5930 Commercial Bank Management (3)
5990 Research in Finance (3)
6000 Doctoral Dissertation and Research
6110-20 Seminar in Monetary Theory (3, 3)
6140 Analysis for Financial Decisions (3)
6240 Theory of Finance (3)
6510 Seminar in Financial Management (3)
6710-20 Seminar: Fiscal Theory and Public Finance (3, 3)
6810 Financial Institutions and Markets (3)
6850 Insurance (580)
3200 Introduction to Risk and Insurance (3) Consumer-oriented view of risks faced by individu- als and business. Method of risk management, with emphasis on life, property, and casualty insurance.
3220 Business Risk Management (3) Principles of risk bearing and risk analysis, economics of risk and insurance.
4710 Life Insurance and Estate Planning (3) Coordination of life and health insurance with protection, conservation, and distribution of estate assets.
4720 Employee Benefit Plans (3) Plan design, cost factors, and funding methods to improve benefits, including business life insurance, group insurance, pensions, profit-sharing, and other forms of deferred compensation.
4740-45 Property-Casualty Insurance Pricing (3, 3) Property and casualty contracts and forms and their utilization to business and personal risks. Must be taken in sequence.
6610 Markovian Decision Models (3)
610 Organization Theory I (3)
5120 Organization Theory II (3)
5130 Managerial Planning and Control (3)
5170-30-90 Proseminar in Organizational Psychol-
ogy (3, 3, 3)
5210 Parametric Management (3)
5230 Wages and Salary Administration (3)
5230 Human Problems in Administration (9)
5230-60-70 Organizational-Industrial Psychology
(1, 3, 3, 3, 3)
5230 Management Problems in Industrial Re-
search (3)
5410-30-30 Production Management (3, 3, 3)
5610-30 Organizational Behavior (3, 3)
5710 Management of Foreign Operations (3)
5810 Energy Management: Theory and Practice (3)
6000 Doctoral Dissertation and Research
6100 History of Management Thought (3)
6120 Advanced Organizational Theory (3)
6130 Seminar in Contemporary Management Is-
sues (3)
6230-60-70 Seminar in Organizational Psychology
(3, 3, 3)
6330 Seminar in Industrial Psychology (3)
6950 Field Work in Industrial Psychology
Management Science Programs

Professors:
R. S. Garfield (Chairman), Ph.D. Hopkins.
Associate Professor:
H. E. Rothenbuhl, Ph.D. Georgia Tech.
Assistant Professor:
R. W. Wotton, M.S. Mami.

Management Science (627)

2110-20 Decision Models (3, 3) Introduction to
the use of quantitative techniques in the decision-

Making process. Prereq: Mathematics 1560, Statis-

tics 2100, or equivalent.
3130 Case Studies in Management Science (3)
Analysis of quantitative approaches to manage-
rial decision problems through the case method.
Emphasis on practical implementation of methods from
3120-20 and their extensions. Prereq: 2110-20 or
consent of instructor.

Graduate
5000 Thesis
5002 Non-Thesis Graduation Completion (3-15)
5090 Quantitative Analysis for Management Deci-

dion (3)
5310-20-30 Management Science Methods (3, 3, 3)
5230 Mathematical Programming Computational

Systems (3)
5340 Application of Management Science Methods
(3)
5810 Special Topics in Management Science (3)
5910 Management Science Problems (1-6)
6000 Doctoral Research and Dissertation
6110-20-30 Models for Production Systems (3, 3, 3)
6210-20 Network Flow (3, 3)
6310 Integer Programming (3)
6410 Large Scale Mathematical Programming (3)
6510 Nonlinear Optimization (3)
6610 Markovian Decision Models (3)
6710 Location Models (3)
6810 Special Topics (3)
9010-20-30 Management Science Seminar (1-3, 1-3, 1-3)

Marketing and Transportation

Professors:
G. N. Weir (Chair), D.B.A. Indiana; J. W. Swanson,
D.B.A. Indiana; F. W. Davis, Jr., Ph.D. Michigan
State; J. J. Fry, Ph.D. Florida; E. E. Garrison
(Emerson); M.B.A. Ohio State; L. E. Hendrix,
North Carolina; J. E. Hile, D.B.A. Indiana;
P. R. Nefedoff, Ph.D. North Carolina; R. B. Shriver,
D.B.A. Indiana.
Assistant Professors:
F. L. Barbour, Ph.D. Illinois; L. D. Duffus,
R.D. Purdue, J. H. Peggott, Ph.D. Indiana.

Marketing (562)

Economics 2110-20-30 or the equivalent
are prerequisite to all courses in Marketing.
Marking 3110-20 or the equivalent are
prerequisite to all 4000 level marketing
courses.
3110 Introduction to Marketing (3) Marketing in
our economy. Influence of environment: social, eco-
nomic, ethical, legal, and technological forces on
marketing activities. Assessment of dimensions of the
firm’s marketing program. Prereq: Economics
2110-20-30.

3120 Marketing Management (3) Marketing in our
firm’s marketing program. Identifying market oppor-
tunities, planning marketing program, and implemen-
ting competitive strategies. Prereq: 3110.
3140 Marketing Systems (3) Micro-marketing sys-
tem approach from viewpoint of decision maker.
Examination of inputs, outputs, organizations, and
goals of marketing systems. Consideration of com-
munication marketing systems. Prereq: 3110 or
3110, 3120.
3140 Marketing Communications (3) Examination
of firm’s personal communications function. Man-
gaging sales force, including personal selling con-
cepts. Particular emphasis on role of sales organiza-
tion in marketing program.
3150 Marketing Communications II (3) Mass com-
munications theories and concepts. Advertising and
its relationship to marketing programs of firm.
4210 Buyer Behavior (3) Industrial and ultimate
consumer purchasing behavior. Theories underly-
ing buying decision processes. Marketing manage-
ment and product concepts in behavioral sciences.
4320 International Marketing (3) Management of
international marketing activities of the firm. Mar-
ting strategies in international business. Prereq or
coreq: Business Administration 3110 or consent of
instructor.
4350 Retailing Management (3) Structure and envi-
ronment of retailing and its relationship to other
parts of the economy. Research and decision mak-
ing in selected areas of store management.
4440 Environmental Issues in Marketing (3) En-
vironmental forces which serve as constraints on
marketing activities. Effects on marketing program
based upon current issues and social and ethical implica-
tions of marketing decisions.
4510 Marketing Information Planning (3) Planning
and obtaining information for marketing decision
making. Information needs, data collection process,
and sources of information. Conceptual decision
frameworks are integrated to serve decision maker.
Prereq: 3110-29, Statistics 3112.

College of Business Administration
3450 Applied Marketing Research (3) Quantitative techniques in marketing research, development of research methodology, and marketing research methods. Prereq: 4510.


3660 Research Methodology in Study of Consumer Purchasing Techniques, Behavior, Concepts, and Marketing Strategies. Enrollment in 4510 and consent of instructor. Course should be taken as close to graduation as possible.

3800 Honors: Executive-in-Residence Seminar (3) Study of top management executives used as a primary vehicle to show how corporate marketing knowledge is translated to business practice. Emphasis on marketing-related issues. Enrollment in 3115 and consent of instructor. Prereq: Marketing 2010, 4210, 4510, and consent of instructor. 4510 is a recommended but not required prerequisite.

3910-3919 Honors: Marketing (3) Marketing trends and developments. Advanced marketing theory and application. Can be substituted by eligible students for other courses in marketing with consent of department. Prereq: Consent of department.

Graduate Credit. See page 87 for information on graduate programs.

5020 Non-Thesis Graduate Completion (3-15)

5020 Marketing and Distribution Management (3)

5020 Marketing and Decision Making (3)

5020 Marketing Management (3)

5030 Sales Force Management (3)

5030 Transportation Management (3)

5030 Analysis and Design of Marketing Systems (3)

5030 Marketing Research (3)

5030 Boyer Behavior Analysis for Marketing (3)

5040 Marketing and Market Opportunity for Decision Makers (3)

5041 Advanced Marketing Strategy (3)

5042 International Marketing Management (3)

5050 Marketing Research (3)

5090 Marketing Research (3)

5090 Doctoral Dissertation and Research (3)

5090 Micro-Techno-Financial Planning Management (3)

5100 Design and Measurement in Marketing Research (3)

5100 Marketing Research Applications (3)

5100 Buyer Behavior (3)

5100 Selected Problems in Consumer Behavior (3)

5200 Marketing Decision Models (3)

5200 Current Topics in Marketing (3)

Transportation (361)

Nine credit hours in general economics are prerequisite to all courses in transportation. Prereq: 310-312 or consent of instructor. The prerequisite is courses numbered above 4000.

3110 Introduction to Transportation (3) Survey of the demands made by society for satisfactory public transportation and the problems of public service industries in meeting these demands.

3115 Introduction to Logistics (3) Business logistics as a functional facet of the total organization, and the logistical system components and their interactions.

3120 Traffic Management (3) Problems of and opportunities in traffic management, with emphasis on classification and tariff systems, rate development, and determination procedures. Prereq or coreq: 3115.

4115-15 Surface Transportation (3) Analysis of organization of structures, characteristics, alternatives, and development of surface transportation. Emphasis on surface transportation firms' operating in urban areas.

4119 Carrier Pricing Strategy (3) Historical development of carrier pricing systems and analysis of current strategy.

4200 Carrier Management Seminar (3) Senior seminar in application of management decision making in transportation. Prereq: Minimum of 18 hours in transportation/logistics. Transportation 4115-15 recommended.

4270 Logistics Systems Management Seminar (3) Seminar designed to study specific current topics of interest to students and staff members. Topic announced prior to offering. May be repeated for credit.

4830 Supervised Readings in Transportation and Logistics (3) Individual project at discretion of instructor. Prereq: 4720.

4910 Carrier Liability and Claims (3) Rights and responsibilities under the law, with emphasis on the management of logistical systems. Discussion of various of transportation firms operating in urban and international areas. Emphasis on relationship between analysis of transportation firms' operating in urban areas.

4920 Transportation Law and Procedures (3) Claims procedures and claim prevention.

4930 Transportation Policy (3) Analysis of organizational structure, characteristics, regulatory provisions, and management of transportation firms operating in urban areas.

4980 Transportation Policy (3) Analysis of organizational structure, characteristics, regulatory provisions, and management of transportation firms operating in urban areas.

5010 Theory and Functions of Economic Regulation (3) Prereq: Senior standing with minimum of 18 hrs of economics.

5030 Urban Transportation Policy (3) Seminar designed to study specific current topics of interest to students and staff members. Topic announced prior to offering. May be repeated for credit.

5050 Transportation and Logistics Systems—Analysis and Simulation (3)

5100 Transportation Management Problems (3)

5210 Business Logistics (3)

5260 Physical Distribution Strategy (3)

5310 Urban Transportation Policy (3)

5350 International Transportation Policy (3)

5390 Transportation Law and Carrier Liability (3)

5400 Analyzing Market Opportunity for Marketing (3)

5450 International Marketing Management (3)

5510 Urban Transportation Policy (3) Seminar designed to study specific current topics of interest to students and staff members. Topic announced prior to offering. May be repeated for credit.

5530 Urban Transportation Policy (3) Seminar designed to study specific current topics of interest to students and staff members. Topic announced prior to offering. May be repeated for credit.

5590 Urban Transportation Policy (3) Seminar designed to study specific current topics of interest to students and staff members. Topic announced prior to offering. May be repeated for credit.

5800 Research in Transportation and Business Management (3)

5910 Transportation Law and Carrier Liability (3)

5920 Seminar in Transportation and Logistics (3)

5930 Urban Transportation Policy (3)

5950 Research in Transportation and Business Management (3)

5960 Doctoral Dissertation and Research (3)

6210 Seminar in Transportation and Logistics (3)

6230 Transportation and Logistical Systems—Analysis and Simulation (3)

Office Administration (739)


Associate Professors: S. J. Brown, Ed.D., Tennessee; L. M. Fox, M.S., Pennsylvania; J. S. Glidden, M.B.A., Louisiana; D. N. Henry, M.S., Tennessee

Assistant Professors: P. G. Campbell, M.S., Ohio; Austin Peay State; H. C. Pettey, M.S., Tennessee

Junior standing or the approval of the department head is required for registration in courses numbered 3000 or above.

2110 Beginning Typewriting (3) Development of typewriting skills, straight copy speed emphasized. Development of dictation and transcription skills. Prereq: Senior standing with minimum of 18 hrs of credit.

2120 Advanced Typewriting (3) Building of advanced skills in speed and production typing; emphasis on speed, accuracy, and keyboarding. Prereq: One unit of high school typing or minimum grade of C in 2120. Senior standing is also required.

2130 Word Processing (3) Introductory understanding of word-processing concepts and how they fit into an information-processing network. Development of practical and theoretical knowledge. Prereq: Minimum grade of C in 2132 and sophomore standing.

2132 Beginning Shorthand (3) Theory of a shorthand system: development of dictation and transcription skills. Study of shorthand system. Prereq: One unit of high school shorthand. Minimum grade of C in 2132 or equivalent.

2133 Intermediate Shorthand (3) Development of dictation and transcription skills for students with one year of high school shorthand training. Prereq: Minimum grade of C in both 2132 and 2133 or equivalent.

2150 Electronic Data Processing (3) Development of skill in FORTRAN programming with special emphasis on business applications. Prereq: Math 1010 or equivalent; Elective; Minimum grade of C in both 2150 and 2150 or equivalent.

3100 Survey of Administrative Services (3) Study of administrative services in modern office. Includes such activities as research, personnel management, and public relations, with an emphasis on management and planning principles. Prereq: Consent of instructor. Credit if credit has been received in Computer Science.

3110 Survey of Administrative Services (3) Study of administrative services in modern office. Includes such activities as research, personnel management, and public relations, with an emphasis on management and planning principles. Prereq: Consent of instructor. Credit if credit has been received in Computer Science.

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3120 Electronic Data Processing (3) Development of skill in FORTRAN programming with special emphasis on business applications. Prereq: Math 1010 or equivalent; Elective; Minimum grade of C in both 2150 and 2150 or equivalent.

3150 Management and the Pricing Problem (3)

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3150 Business Management (3)

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Polytechnic.

Associate Professors:
D.S. Chambers, M.B.A.Texas; R.A. McLean, M.B.A.Tennessee

5010 Problems In Lieu of Thesis (3) Full-time equivalent work experience consistent with exempt from practicum if they have had one year of 3310; 4510 or 4520; coreq: 4640. Students may be with student’s career goals. Prereq: 3110, 3180, and ence in position with officesupervisor or manage-
ment, decisionmaking inofficemanagement, and skills acquired in previous courses in office administration.

3600 Analysis of Time Series (3) Some statistical methods applicable to analysis of trends and time series; graphic presentation and analysis, index numbers, curve fitting, correlation, trend analysis, seasonal and cyclical variation. Prereq: 2100 or 3450.

4020 Advanced Transcription (3) Improvement of ability to type dictation and transcribe mailable copy. Prereq: 2320 or equivalent.

4230 Business Report Writing (3) Basic principles and process, assembled information and development of reports, both formal and informal, writing techniques for short and long reports, graphic presentation and interpretation. Use of primary and secondary data for reports. Prereq: 2320 or 2330.

4011 Business Letter Writing (3) Principles, procedure, and mechanics of effective business letters and memoranda; principles applied by solving communication cases; emphasis placed on letters and memos as initial sources of ideas in communica-
tions system of the business firm.

3310 Records Management (3) Application of systematic and systematic methods of filing business correspondence, both of dictation or generated correspondence, and with the general concepts of statistical estimation and hypothesis testing. Students intending to take 2110 and one additional undergraduate course are advised to select the latter from among 3000-level courses.

3100 Probability and Statistics (3) Elementary probability; frequency and density func-
tions; expected values and variances; fundamental concepts of statistical inference. Cannot be taken for credit by students who have credit for 3450. Prereq: Mathematics 1560 or 1850.

3110 Regression and Correlation Methods (3) 4240 Nonparametric Methods (3) Emphasis on the analysis of relevant cross-national environments including cultural, political, eco-
nomic and legal characteristics. Prereq: Economics 2120 or consent of instructor.

4330 Business Policy (3) Analysis of business problems and management decision making through study of sample case studies and written reports. Prereq: Core requirements and business law (see page 86) and senior standing.

4019 Seminar in Small Business Administration (3) Application of classroom learning to problems of small business administration. Emphasis on the analysis of relevant cross-national environments including cultural, political, economic and legal characteristics. Prereq: Economics 2120 or consent of instructor.

3310 Industrial Statistics (3) Shewhart Control Charts, acceptance sampling by attributes, Military standard sampling plans. Special applications of control charts, acceptance sampling theory and procedures. Prereq: 2100 or 3450.

3410 Sampling Methods Useful for Surveys (3) Ex-
Emphasis on the analysis of relevant cross-national environments including cultural, political, eco-
nomic and legal characteristics. Prereq: Economics 2120 or consent of instructor.

4190 Seminar in Small Business Administration (3) Application of classroom learning to problems of small business administration. Emphasis on the analysis of relevant cross-national environments including cultural, political, economic and legal characteristics. Prereq: Economics 2120 or consent of instructor.

4330 Business Policy (3) Analysis of business prob-
lems and management decision making through study of sample case studies and written reports. Prereq: Core requirements and business law (see page 86) and senior standing.

1110 Business Administration (3) Introduction to business. Not open to student with more than 3 credit hrs of economics.

3110 Introduction to International Business (3) A survey of the strategic implications of conducting business in the community. Student is given oppor-
tunity to apply business concepts and develop ana-
ysis in contemporary office environment,

3220 Analysis of Time Series (3) Some statistical methods applicable to analysis of trends and time series; graphic presentation and analysis, index numbers, curve fitting, correlation, trend analysis, seasonal and cyclical variation. Prereq: 2100 or 3450.

4010 Office Management (3) Strategic and opera-
tional planning of the office systems; relating the tasks and human resources to the objectives; re-
cruiting, selecting, training, and developing of office staff; directing of office staff through leadership, motivation, communication, measuring office per-
formance, comparison to standards, and corrective action.

4460 Seminar (3) Integration of knowledge and skills presented in the course and reinforce the office adminis-
tration. Emphasis on logical problem solving, plan-
ingen and leadership; organization, communication and analyzing previous learning. Taken as a co-requisite in the last semester of the senior year. Prereq: 3110, 3180, and 3210; 4510 or 4620.

4470 Office Systems (3) Synthesis of systems and subsystems applicable to centralized and decentralized office functions. Emphasis placed on cases analysis in contemporary office environment, teamwork and leadership.

4210 Business Letter Writing (3) Principles, procedure, and mechanics of effective business letters and memoranda; principles applied by solving communication cases; emphasis placed on letters and memos as initial sources of ideas in communica-
tions system of the business firm.

3220 Analysis of Time Series (3) Some statistical methods applicable to analysis of trends and time series; graphic presentation and analysis, index numbers, curve fitting, correlation, trend analysis, seasonal and cyclical variation. Prereq: 2100 or 3450.

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S. P. Coelen, Research Associate Professor,
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