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 in particular; (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 larger social, economic, and political environment in which the firm exists.

The college has one goal: to have each student leave school with a reasonably articulate and coherent, though flexible and ever-developing, personal philosophy of business; an understanding of the scientific, ever-changing technological world; and a firm awareness of their social responsibility as a future executive and enlightened wielder of power.

The nationally recognized body which accredits programs in business administration is the American Assembly of Collegiate Schools of Business (AACSB). The college has been a member of AACSB since 1941, and both its undergraduate and graduate programs are fully accredited. In addition, the AACSB has accredited the following accounting programs: B.S., M. Acc., M.B.A.

**Association and Progression**

Students wishing to receive a degree in business administration must seek association with the College. Details of the requirements for association are found on page 27 of this catalog.

**Student Advising Center**

The College of Business Administration maintains a Student Advising Center. The center is staffed with full-time academic advisors to assist freshman and sophomore students on an individual basis with their programs. Junior and senior students are assigned to advisors from the faculty of the student's selected major. The objective of working with students individually is to assist them with their personal needs for academic information and to prepare them for self-sufficiency in responding to their questions and concerns.

**Center for Business and Economic Research**

The staff of the Center for Business and Economic Research engages in studies of the business and economic environment in Tennessee, the Southeast, and the nation. The center serves the business community, state government, individuals, and the University through dissemination of information, and aids the faculty in preparing research proposals. Staff members conduct research in regional economics, public finance, demography, and related socio-economic problems. The center publishes results of its research and that of others, in monograph form, so that significant developments in the various business disciplines can achieve widespread exposure. In addition, the center staff does contract research on business and economic problems for governmental organizations and private industry. As periodicals, the center publishes the *Tennessee Statistical Abstract* and the *Survey of Business*

The center is a member of the Southeastern Economic Analysis Conference and the Association for University Business and Economic Research.

**Management Development Programs Department**

The Management Development Programs Department offers a wide variety of programs ranging from two-to-three-day public seminars and customized "in plant" programs to the four-week University of Tennessee Executive Development Program.

The University of Tennessee Executive Development Program (TEDP) is designed to provide extensive continuing educational opportunities for executives from firms and organizations in Tennessee, the South, and the nation. The major objectives of the program are to prepare and develop executives for increasingly higher levels of management responsibility and to sharpen existing executive skills needed for comprehensive decision making and leadership. Other major aims of the TEDP are to teach the fundamentals of analytical thinking and the use of decision tools and to examine the economic, political, technological, and other environmental factors affecting the firm's operations.

The TEDP limits enrollment and participants live on campus for a total of four weeks spread over a three-month period. The fall Executive Seminar brings participants and spouses of all TEDP classes back to campus for sessions on relevant topics and current key issues. The Executive Seminar offers a continuing opportunity for personal growth and professional development. This arrangement provides executives with extensive opportunities to exchange ideas and operational concepts with contemporaries in other business areas and with TEDP faculty as well.
The faculty for the TEDP consists of senior professors who teach business-related subjects in the University's graduate programs as well as nationally recognized professors from other institutions. Each participating faculty member brings substantive experience in either consultation or actual operations in business and industry. The TEDP faculty is augmented by outstanding practitioners in their fields of business and industry.

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. This program, 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 study at the University, with required courses, and covering job experiences. Employer and coordinator, including reports of work, are part of the study.

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, earns 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.

All students participating in the program are referred to the Center for Extended Learning, Student Services Building.

Preparation for Teaching

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

Students should consult an advisor in business or distributive education regarding the proper courses.

Master's and doctoral degree programs leading to teaching in junior and senior colleges or universities are available as well.

Business Minor for Non-Business Majors

Students who are non-business majors, but who wish to attain a minor in business, must successfully complete 20 hours of the following required courses: Accounting 2110-20-30, Economics 2510-20, and Statistics 2110. Also, a minimum of 20 semester hours of upper-division business electives must be taken at UTK. Not more than six upper-division hours of 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. Approval of the college of enrollment is required. Minors are unavailable to College of Business Administration students.

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 Associate Dean for Undergraduate Programs in Business Administration.

Requirements for All Curricula

In order to qualify for the Bachelor of Science in Business Administration degree, a student must have been accepted for association with the College at the upper division level and must complete the curriculum outlined by the major department. Where no course number is indicated or where a choice is allowed, the student will fulfill the requirement by selecting from specified courses. Where electives are provided, the courses taken must meet the approval of the advisor. 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 unconventionalally graded (S/N, 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 faculty and interests in mathematical applications to business. See page 87.

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 administration programs: Accounting 2110-20-30 (2110-20, 3210 for accounting and management majors); Business Administration 4430; Business Law 4110 and 4120; Economics 2510-20; Finance 3510 (Political Science 4310, 4318 for management majors); Business Administration 3120-30; Management 3010, 3110 (3111 for management majors); Marketing 3110-20; Business Administration 2750 or Computer Science 1410 (3150 for Management Science Option); and Statistics 2100 and three hours of upper-division statistics elective or as designated by the curriculum (3450-60 for Management Science Option).

ENGLISH REQUIREMENT

The English requirement can be fulfilled by English 1010, 1011, or 1019; 1020, and other 1031, 1032, or 1033, as well as hours selected from English 2510-20-30, 2540, 2560-70-80, 2660-70-80, Speech 2511 or 2561, unless specifically required by a curriculum, may be used to satisfy four of the elective English hours required. English courses beyond 100 level may be taken in any order. Students making a 3 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 in any of the following fields: astronomy, biology, botany, chemistry, geology, or physics.

SOCIAL SCIENCE REQUIREMENT

The social science requirement can be fulfilled by selecting from the following courses: Anthropology 2510-20-30; Geography 1610-20, 2110-20-30; History 1510-20 (1519-28), 1610-20, 1950-60, 2510-20 (2518-28); Honors 1138; Human Services 2690; Philosophy 1510-20, 2310, 2510-20; Political Science 2520, 2510-20 (2518-28); Psychology 2500 (2518), 2530-40, Religious Studies 2610 (2611), 2620, and Sociology 1510-20. Students who have not completed a year of American history in high school must select American History; History 2510-20 (or 2518-28) and 2511 or 2521 as part of the 16 hours of social sciences.

COMPUTER SCIENCE REQUIREMENT

A computer programming course is mandatory. Computer Science 1410 or Business Administration 2750 satisfy this requirement.

Accounting

The curriculum provides students with a general education, a general business education, and a general exposure to the primary areas of accounting. Students completing the curriculum are eligible to begin careers in public accounting, industry, and government.

Students desiring greater depth or wishing to specialize in certain areas of accounting are encouraged to seek admission to the Master of Accountancy program during their junior or senior years. Together, the undergraduate accounting program and the Master of Accountancy constitute a five-year opportunity that fulfills the current educational recommendations of the American Institute of Certified Public Accountants.

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 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 1210-20 and three hours of lower-division accounting credit.

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<td>1033</td>
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<tr>
<td>Mathematics 1540-50-60 or 1640-50-60.</td>
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<td>Natural science electives</td>
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<td>Social science electives</td>
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<td>Non-business electives</td>
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<td>Computer science electives</td>
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<td>Social science electives</td>
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<td>Computer Science 3410, 3910</td>
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<td>Non-business elective</td>
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<td>Economics 3110</td>
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for students (aided by their department faculty advisor) to tailor their programs to fit their particular career goals and prepare for one (or more) of the following specialty areas:

**Investment and Management** - This specialty area leads to career opportunities as a stock broker or investment counselor. In addition, students are prepared for investment analysis and portfolio management positions with commercial banks, investment banks, mutual funds, and insurance companies.

**Real Estate** - Courses in this area are designed for students who are interested in the many fields of business and government where real estate is of significance. Such fields include real estate brokerage, appraisal, taxation, law, property management, real estate development, mortgage lending and mortgage banking, construction, government loan guarantees, and insurance.

**Corporate Financial Management** - Career opportunities in this area include: corporate financial forecasting, planning, and control; managing the cash, short-term borrowing, and short-term investment positions of the firm; capital project analysis; and long-term financing decisions.

**Banking and Financial Institutions** - Courses in this area prepare students who are planning careers in management of commercial banks and branches, or as 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.

**Insurance and Risk Management** - This concentration is designed to prepare students for entry into careers in insurance and business or public risk management. Opportunities include marketing, agency or home office administration, and management of those pure risks which threaten the solvency and operational efficiency of a business or the provision of cost efficient services by a governmental body.

**Financial Planning and Services** - This curriculum provides fundamental and advanced courses covering subjects which are essential in preparing persons for entry into the fields of financial planning and financial services — including Personal Financial Planning, Estate Planning, Investment, Retirement Planning, and Employee Benefits.

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 economics, and finance courses.

**Economics**

The Department of Economics offers specialized courses for those who desire to serve as economic analysts and specialists in business, education, government, and various international agencies. The curriculum requirements for an economics major in the College of Business Administration are listed below with an additional explanation given on page 93.

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 99 for further details.

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 economics courses.

**Freshman**

- **English 1010 or 1011; 1020; 1031 or 1032 or 1033**
  - Credit: 3
- **Mathematics 1540-50-60 or 1840-50-60.**
  - Credit: 4
- **Natural science electives**
  - Credit: 4
- **Social science electives**
  - Credit: 4
- **Economics 2510**
  - Credit: 4

**Sophomore**

- **Economics electives**
  - Credit: 4
- **Accounting 2110-20-30**
  - Credit: 3
- **Economics 2520**
  - Credit: 4
- **Computer science elective**
  - Credit: 3
- **Statistics 2100**
  - Credit: 3
- **Philosophy 2510**
  - Credit: 3
- **Social science electives**
  - Credit: 4
- **Non-business elective**
  - Credit: 4

**Junior**

- **Finance 3510**
  - Credit: 3
- **Finance 3120-30**
  - Credit: 3
- **Statistics 3220 or 4310**
  - Credit: 3
- **Marketing 3110-20**
  - Credit: 3
- **Management 3010, 3110**
  - Credit: 3
- **Economics 3111-20; economics electives, or Economics 3111-12, 3120**
  - Credit: 3
- **Economics electives**
  - Credit: 6
- **Business and/or non-business electives**
  - Credit: 4

**Senior**

- **Business Law 4110-20**
  - Credit: 3
- **Business Administration 4430**
  - Credit: 3
- **Economics electives**
  - Credit: 6
- **Business and/or non-business electives**
  - Credit: 6

**Total:** 187 hours
Personnel Management—designed for students who wish to pursue careers in personnel management, including the specialized fields of employment, wage and salary administration, job evaluation, training, and human resource management.

Office Systems Management—designed for students who wish careers as managers in word processing, information systems, and various administrative support functions.

General Management—designed for students who desire careers in management, but who do not wish to specialize in operations, personnel, or office systems. 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 at The University of Tennessee, Knoxville. These must include at least 15 hours of management courses including 4210, 4320, 4650, 4710.

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 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 marketing courses: 3210, 4210, 4510, 4650, 4710.

Statistics

This major is designed for students interested in the use of statistics in business, government, and industry. All students complete a set of courses designed to provide a general understanding of statistical methodology and also complete one of the following concentrations:

Statistical - designed for students interested in positions involving quantitative research, as well as for those interested in pursuing a graduate degree in statistics.

Industrial Statistics - designed for students interested in process control and quality management in business, government, and industry. Students planning to pursue
graduate work in statistics should also take
Math 2840-50-60.

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Freshman

English 1010 or 1011; 1020; 1031 or 1032 or 1033
Mathematics 1480-50-60
1Natural science electives
2Business electives
Economics 2510
Sophomore
Accounting 2110-20-30
Economics 2520
1Computer science elective
2Business electives
1Social science elective
Non-business elective
Sophomore
Speech 2311 or 2361
English electives

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 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.

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1See Requirements for All Curricula. TOTAL: 187 hours

Management Science Option

The increasing use of electronic computers and modern management methods by industry and the business community has created a rapidly growing demand for persons capable of using mathematics, statistics, and computer methods for the purpose of quantitative techniques in solving management problems. In response to this growing demand, the College of Business Administration has established a Management Science Option which is available to qualified students who wish to prepare themselves for careers involving this type of work.

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, management, marketing, statistics, and transportation.

Accounting M.S.O.

The curriculum provides students with a general education, a general business education, and a general exposure to the primary areas of accounting. Students completing the curriculum are eligible to begin careers in public accounting, industry, and government.

Students desiring greater depth or wishing to specialize in certain areas of accounting are encouraged to seek admission to the Master of Accountancy program during their junior or senior years. Transfer students may receive credit for undergraduate accounting program and the Master of Accountancy constitute a five-year opportunity that fulfills the current educational recommendations of the American Institute of Certified Public Accountants.

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 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.

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Freshman

English 1010 or 1011; 1020; 1031 or 1032 or 1033
Mathematics 1480-50-60
1Natural science electives
2Business electives
1Social science elective
Non-business elective
Sophomore
Accounting 2110-20-30
Statistics 2110...
Economics 2510-20
Management Science 2110
Geography 2130...
Non-business electives
Junior
Finance 3510, 3120-30...
Marketing 3110-20, 3310...
Management 3010, 3110...
Statistics 3110...
Transportation 3110-15-20...
Transportation 4150...
Business Administration 3110...
Technical electives...
Senior
Business Law 4110-20...
Business Administration 4430...
Marketing 3510...
Transportation 4415; 4610, 4620...
Transportation 4170...
1Technical electives...

1See Requirements for All Curricula. TOTAL: 187 hours

2Electives to be specified by the faculty advisor; these may include a maximum of 6 hours of transportation and logistics electives.

3See Requirements for All Curricula. TOTAL: 187 hours

4One course of the Social Science electives must be taken in Political Science and one course must be from one of the following areas: Anthropology, Psychology, or Sociology.

5It is strongly recommended that accounting majors select one of their English electives from English 3840 or 4140.

6Accounting 4120 and 4220 are available as a technical elective, upon approval of the department head. Other upper-division business or Computer Science courses may be used as a technical elective.

Finance M.S.O.

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

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Senior
Business Law 4110-20...3 3 3
Business Administration 4420...3 3 3
Management 4210...3 3 3
Management 4110-20...3 3 3
Business analysis and management courses

OPERATIONS CONCENTRATION
Management 4110, 4420, 4470...3 3 3
Concentration electives...3 3 3

PERSONNEL CONCENTRATION
Management 4470, 4520, 4530...3 3 3
Concentration electives...3 3 3

GENERAL MANAGEMENT CONCENTRATION
3% Concentration electives...6 6 3

*See Requirements for All Curricula.

TOTAL: 187 hours

30Programs leading to 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 program leading to the conferment of both the Doctor of Jurisprudence and the Master of Business Administration degrees. See the Graduate 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.S., and Ph.D. programs may take either the GMAT or the Graduate Record Examination (GRE). Applicants whose native language is other than English must submit results of the Test of English as a Foreign Language (TOEFL) unless a degree has been earned at an accredited U.S. institution attended by the applicant for four academic years within five years prior to date of application. Scheduled dates and locations for taking these examinations may be obtained from Educational Testing Service, P.O. Box 966, Princeton, New Jersey 08540, and from most colleges and universities.

Application requirements vary with different graduate programs. Inquiries should be addressed to the Associate Dean for Graduate Programs, College of Business Administration, The University of Tennessee, Knoxville, Tennessee 37996-0570.

Junior
Management 4100, 4200, 4430...3 3 3
Business and/or non-business electives...6 6 3
Seniors
Management 4100, 4200, 4430...3 3 3
Business and/or non-business electives...6 6 3

*See Requirements for All Curricula.

TOTAL: 187 hours

Management M.S.O.

Freshman
English 1010 or 1021, 1031 or 1032 or 1033...3 3 3
Mathematics 1840-50-60...4 4 4
Natural Science electives...4 4 4
Social science electives...4 4 4
Non-business elective...4 4 4

Sophomore
Economics 3010, 3110...3 3 3
Mathematics 2840-50-60...4 4 4
Natural Science electives...4 4 4
Social science elective...4 4 4
Business and/or non-business electives...3 3 3
Non-business elective...3 3 3

Junior
Economics 2510...4 - -
Accounting 2110-20-30...3 3 3
Mathematics 1840-50-60...4 4 4
Natural Science electives...4 4 4
English electives...4 - -
Non-business elective...4 4 4

Senior
Accounting electives...3 3 3
Management 2110, 4120, 4470...3 3 3
Economics electives...3 3 3
Business and/or non-business electives...3 3 3
Non-business elective...3 3 3

*See Requirements for All Curricula.

TOTAL: 187 hours

Graduate Studies

The College of Business Administration offers advanced programs in economics leading to the Master of Arts, and the Doctor of Philosophy degrees. The Master of Business Administration degree program offers concentrations in the fields of accounting, economics, finance, forest industries management, management science, management, marketing, statistics, and transportation and logistics. The Master of Accountancy is offered in accounting. The M.S. degree in statistics is also available. 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. and the
3110-20-30 Intermediate Financial Accounting (3, 3, 3) In-depth study of theory, principles, and procedures with emphasis on asset, liability, and equity issues; measurement of periodic income; and preparation of financial statements. Prereq: 2120 for 3110; 3110 with a grade of C or better for 3120, and 3120 with a grade of C or better for 3130.

3210-20 Managerial Cost Accounting (3, 3) In-depth analysis of costing for products, projects, and management control. Special topics include cost behavior, cost prediction, budgeting, and responsibility accounting. Accounting 2120 and Statistics 2100 are prerequisite for 3210 for 3120. Credit not given for both 2130 and 3210.


4120 Advanced Auditing (3) Case-oriented course designed for professional examination required for certification as a certified public accountant. Prereq: 3130 with a grade of C or better for 3120; and 3120 with a grade of C or better for 3220. Credit not given for both 2130 and 3210.

4110 Principles of Auditing (3) Role of auditing in society, professional auditing standards, auditor's legal responsibility, internal control, use of statistical sampling, audit evidence, and reporting. Prereq: 3130 with a grade of C or better. Credit is given for 3120 and 3430 with a grade of C or better.

4140 Advanced Financial and Fund Accounting (3) Analysis of issues and alternatives in advanced problem areas including business combinations, consolidated financial statements and accounting for not-for-profit organizations. Prereq: 3130 with a grade of C or better.

4230 Advanced Managerial Accounting (3) Use of accounting data in planning models, incorporating uncertainty into budgets and performance reports, performance measurement of decentralized operations. Prereq: 3220 with a grade of C or better; Mgmt. Science 2120 or equivalent and consent of Department Head.

4430 Advanced Federal Taxes (3) Fundamental problems of federal taxation with emphasis on alternatives available for reporting taxable income. Prereq: 3130 and 3430 with a grade of C or better in both courses.

4630 Analysis and Design of Information Systems (3) General systems concepts, flow charting, planning of systems studies, determination of systems objectives, systems analysis and evaluation of design alternatives, implementation, documentation, and control. Prereq: Computer Science 3910.

GRADUATE Study page 82 for information on graduate programs. Consult the Graduate Catalog for listing of graduate level courses.

Economics (285)

Professors: W. E. Cole (Head), Ph.D. Texas; R. A. Bohm, Ph.D. Washington (St. Louis); R. L. Bowby, Ph.D. Texas; S. L. Carroll, Ph.D. Harvard; H. S. Chang, Ph.D. Vanderbilt; C. A. Farwell, Ph.D. Michigan; R. B. Garrison, Ph.D. Kentucky; H. W. Herzog, Ph.D. Maryland; J. F. Holly (Emeritus); Ph.D. Clark; H. E. Jensen, Ph.D. Texas; F-Y. Lee, Ph.D. Michigan State; A. Mayhew, Ph.D. Texas; J. R. Moore (Associate Dean), Ph.D. Cornell; W. C. Neale, Ph.D. London School of Economics; P. D. Qualls, Ph.D. California (Berkeley); K. E. Quinidy, Ph.D. Kentucky (Emeritus); G. A. Spiva, Jr., Ph.D. Texas.

Associate Professors: D. P. Clark, Ph.D. Michigan State; W. F. Fox, Ph.D. Ohio State; E. Glastoff, Ph.D. Stanford; D. L. Kaserman, Ph.D. Florida; K. E. Phillips, Ph.D. Washington; J. R. Smith, Ph.D. M. Schultmann, Ph.D. Washington (St. Louis).

Assistant Professors: R. A. Hoffer, Ph.D. North Carolina (Chapel Hill); J. W. Mayo, Ph.D. Washington (St. Louis); K. J. Murphy, Ph.D. Michigan State; H. L. Thompson, Ph.D. Houston.

1 Alumni Distinguished Service Professor

Requirements for a major in economics consist of: (1) Economics 2510 and 2520 or equivalent honors courses, and (2) a minimum of 33 additional hours in upper-division economics courses. Economics 3110 (or 3111 and 3112) and 3120 are required as a part of the upper-division work and should be taken as early as possible in the upper-division program as possible.

2001 Survey of Economic Ideas (3) Ideas of major economics including Adam Smith, Karl Marx and J. M. Keynes; evolution of capitalism; discussion of some current economics problems. Emphasis on non-technical treatment. May not be substituted for Economics 2510 or 2520.

2118-29-38 Honors: Introductory Economics (3, 3, 3) Honors course designed for students of superior ability and interest. Selected third-quarter freshman will be accepted on basis of high school record, ACT scores, and recommendation of first two teachers. Grade of B in 2118 is necessary for entrance into 2128. Grade of B or better in 2128 automatically gives credit for 2138.

2510-20 Introductory Economics (4, 4) 2510-Macroeconomics: supply and demand, competition, monopoly; 2520-Macroeconomics: national income, money and banking, employment, inflation, international trade. Prereq: 2510 for 2520. 3 hr. and 1 lab. Credit not given for both 3110 and 3111. Prereq: 2510.

3110 Intermediate Micro Theory I (3) Theory of consumer behavior and demand; preferences, utility and constrained utility maximization. Theory of exchange; introduction to welfare economics. Theory of production. Students may not receive credit for both 3110 and 3111. Prereq: 2510.

3111 Intermediate Micro Theory I (3) Theory of consumer behavior and demand; preferences, utility and constrained utility maximization. Theory of exchange; introduction to welfare economics. Theory of production. Students may not receive credit for both 3110 and 3111. Prereq: 2510.

3112 Intermediate Micro Theory II (3) Theory of production and distribution; monopoly; public goods; risk uncertainty; and solution of the firm and industry. Derived demand and distribution theory. Introduction to general equilibrium analysis. Selected topics. Prereq: 3111. 3

3120 Intermediate Macroe Theory III (3) Aggregate demand, output, and level of employment; price level, inflation, and deflation; economic growth. Prereq: 2520.


3211 International Economics II (3) Theory of international trade, barriers to trade, regional trade associations. Prereq: 2520.

3220 Principles of Economic Development (3) Theory of economic development with application to problem areas on local, regional, national, and international levels; technological, locational, and financial aspects of economic growth. Prereq: 2520.

3230 Regional Economics (3) Overview of regional development; theory of industrial, agricultural, and residential location; the economic basis for land use patterns and central places; regional structure, growth and methods of analysis; national assistance for regional economic development. Prereq: 2520.

3240 Economic History of the United States (3) Historical developments in agriculture, industry, communications, transportation, banking, and trade, and changes in governmental economic policy. Prereq: 2520.

3250 Economic History of Europe (3) Beginnings of capitalism in medieval Europe, expansion of Europe and dominance of European economic activity in early modern times, mechanism of industry, changes in agricultural organization, and growing importance of commerce in the later centuries; effects on prices and their economic consequences. Prereq: 2520.

3310 Comparative Economic Systems (3) Description and analysis of economic goals, institutions and policies with emphasis on alternative organizational principles and structure. Systems examined will include soviet-type economies. Prereq: 2520.

3340 Government and Business I (3) Microeconomic objectives and alternative public policies for their achievement; prevention of monopoly and concentration through the antitrust laws; direct regulation of business performance. Prereq: 2510.

3341 Government and Business II (3) Topics in antitrust policy, direct regulation, and other forms of social control; regulating information, product and managerial responsibility; government-business relations; selected cases. Prereq: 3340.

3410 Principles of Labor Economics I (3) Supply of and demand for labor; market wage determination; application of analysis to issues such as minimum wage laws, discrimination, unemployment, inflation, collective bargaining, income distribution and human resources policy. Prereq: 2520.

3420 Principles of Labor Economics II (3) American labor history, structure of collective bargaining, voluntary unions, nature of collective bargaining, and disputes settlement.

4000 Special Topics (3) Student-generated course offered at convenience of department upon student initiative. Subject matter and contents determined by students and instructor with approval of department. Prereqs determined by department each time course is offered. Numerical grade is given to law students. May be repeated for credit.

4110 Managerial Economics (3) Application of economic theory to business decision making; emphasis on objectives, measurement and forecasting demand and costs, and capital budgeting. Prereq: 2520 and consent of instructor.

4120 Business Cycles (3) Fluctuations in income, employment, prices, and the business cycle. Subjects discussed are historical facts concerning booms and depressions, statistical methods for analyzing business fluctuations, theoretical explanations of cycles, and policies that have been proposed to combat them. Prereq: 3120 or consent of instructor.


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Finance


Associate Professors: A. L. Auxier, Ph.D. Iowa; T. P. Boehm, Ph.D. Washington; W. C. Goolsby, Ph.D. Wisconsin; J. M. Windrow, Ph.D. Illinois (Urbana); C.P.A.

Assistant Professors: D. Cho, Ph.D. Pennsylvania State; P. J. Elmer, M.A. University of Akron; J. P. Ogden, Ph.D. Purdue; R. A. Weir, Ph.D. North Carolina.

"Wm. Veight Professor of Insurance.

"Blount National Professor of Finance.

"C. H. Butler, Jr., Professor of Banking and Finance.

Prerequisites: Accounting 2110-20-30 (or 3210 for 2123), Economics 2510-20, and Statistics 2100 for all courses offered in the finance department.

Finance (349)


3510 The U. S. Financial System (3) Examines U. S. financial system environment which affects business and financial decisions. Coverage includes: over-all functions of money and credit, banking system, other financial intermediaries, interest rate theory, money and capital markets, Federal Reserve System, role of monetary policy, and international banking and financial markets.

110 Investment Analysis (3) Regulations and functions of security markets; mechanics of security trading; roles of investment bankers, dealers, and brokers; and evaluation of marketable securities such as common stock, bonds, and corporate bonds. Prereq: 3510 and Statistics 3220 or 4310 or 3130.

120 Portfolio Analysis and Management (3) Principles underlying construction and management of investment portfolios. Topics include: measures of investment risk; evaluation of portfolio performance; portfolio revision; and international diversification. Prereq: 4110.

4310 International Financial Management (3) Rigorous analysis of international finance aspects of financial management of a multi-national firm. Integrates the relevant topics from corporate finance, international financial management and foreign exchange risk. Prereq: consent of instructor.

4515 Financial Markets and Institutions (3) Intensive treatment of financial institutions and markets where they transact. Analysis of money and bond markets; determinants of the level of interest rates; analysis of differences in rates on different securities; mathematics of bond prices; international financial markets. Prereq: 3510 and 3120.

4520 Commercial Banking (3) Analyzes key role of banks in economy and management issues involved in running profitable bank in rapidly changing economic, competitive, and regulatory environment. Analysis is made of asset, liability, and capital management decisions, bank revenues, cost and profitability, impact of EFTS on costs and profits, current regulatory changes and international banking issues. Prereq: 3120 and 3510.

4650 Theory of Financial Management (3) Analyzes important decision-making topics in financial management. These include valuation, capital budgeting under uncertainty, cost of capital, capital structure theory, and dividend policy. Prereq: 3120-30 and Stat. 3220.

4660 Problems in Financial Management (3) Application of decision-making procedures to realistic problems in financial management. Case studies. Topics covered include financial analysis, short-term sources of funds, long-term capital structure, and capital budgeting. Prereq: 4560.

4700 Business and Public Risk Management (3) Identification and measurement of pure risks facing business or governmental unit associated with property, liability, and personnel exposures. Exposure is on implementation of risk management programs. Emphasis on methods of reducing exposure and capital with risks at lowest cost consistent with good financial management. Credit not given for both 4700 and Insurance 4720.

4710 Insurance and Estate Planning (3) Analysis of methods of accumulation, conservation, and distribution of estate assets. Includes study of how investment, insurance, and tax planning relate to estate planning goals. Credit not given for both 4710 and Insurance 4710.

4720 Employee Benefit Financing (3) Analyzes obligations, objectives, and financial impact of employee benefits to business enterprise. Includes methods of providing security from economic and financial problems associated with death, disability, and old age. Credit not given for both 4720 and Insurance 4720.

4810 Real Estate Finance (3) Study of four fundamental areas of real estate finance: 1) legal environment of real estate lending; 2) sources of real estate credit—primary and secondary mortgage market; 3) financing owner occupied housing; and 4) financing income producing properties. Credit not given for both 4810 and Real Estate 3630. Prereq: Consent of instructor.


4830 Problems of Urban Development (3) Study of the economic, social, and governmental aspects of urban development and their effects on land value. Emphasis placed on discussing difficulties involved in obtaining efficient and equitable solutions to these problems. Credit not given for both 4830 and Real Estate 4120. Prereq: Consent of instructor.

4840 Real Estate Investment (3) Principles of investment in real property. Utilizes discounted cash flow models and ratio analysis. Current federal tax law applicable to real property. Limited partnerships and other joint ventures. Credit not given for both 4840 and Real Estate 4640. Prereq: 3130.

4990 Special Topics in Finance (1-3) Subject matter and content determined by the instructor with department approval. May be repeated. Maximum 6 hrs.

GRADUATE

See page 82 for information on graduate programs. Consult the Graduate Catalog for listing of graduate level courses.

Management

Professors: H. D. DeWheirt (Head), Ph.D. Texas; R. W. Boling, Ph.D. California (Berkeley); A. H. Keally (Emeritus), MBA Pennsylvania; J. M. Larsen, Jr., Ph.D. Purdue; S. K. Reed, Ph.D. Edinburgh; S. C. Vance (Emeritus), Ph.D. Pennsylvania; G. W. Whitlock (Emeritus), Ph.D. Tennessee; M. S. Wortman, Ph.D. Minnesota.

Associate Professors: D. C. Fowler, Ph.D. Georgia; P. G. Maddox, Ph.D. Texas; C. W. Nebel (Jan), Ph.D. Alabama; M. C. Rush, Ph.D. Akron.

Assistant Professors: K. C. Gilbert, Ph.D. Tennessee, R. T. Ladd, Ph.D. Georgia; C. G. Roberts, Ph.D. Georgia State.

"Alumni Distinguished Service Professor.

Management (625)

Junior standing is prerequisite to all management courses.

3010 Principles of Management (3) Analysis of basic management functions of planning, organization, and controlling. E.

3110 Production Management (3) Analysis of production function, Prereq. Statistics 2100 or 3450. Not
available for management majors with concentrations in operations or personnel.

3111 Operations Management (3) Analysis and synthesis of concepts and techniques for decision making in the operations function. Integration of the operations function with other business functions. Prereq: Management Science 2110-20. Cannot be taken for credit by students who have credit for Management 3460. Same as Psychology 4460. F, W.

4470 Job Analysis and Evaluation (3) Job evaluation as basis for control of wages and salaries. Prereq: 4460. F, W, S.

4520 Evaluation of Personnel Programs (3) Methodologies for criterion development analyzed in areas of selection, training, job evaluation, safety, and labor relations; performance evaluation emphasized. Prereq: 4460-70; Statistics 3110.

4530 Personnel Problems Seminar (3) Case problems in personnel analyzed, applying experimental method and conclusions from personnel research as reported in professional journals. Prereq: 4460-70; Statistics 3110.

4610-20 Management Science (3, 3) Applications of mathematical and statistical techniques to problems of production management. Prereq: 30 hrs. of mathematics and statistics, and consent of instructor.

4710 Enterprise Planning and Control (3) Concepts and cases on managerial functions of planning and control in business firm or not-for-profit organization. Emphasis on formal long-range strategic planning in changing environment. Team project to develop long-range plan for hypothetical enterprise.

4801-02-03 Readings and Research in Personnel Management (1, 2, 3) Prereq: 4460; Statistics 4310 and consent of instructor. 4803-E.

GRADUATE
See page 82 for information on graduate programs. Consult the Graduate Catalog for listing of graduate level courses.

Management Science Programs

Professors: R. S. Garfinkle (Chairperson), Ph.D. Johns Hopkins.

Associate Professor: J. K. Ho, Ph.D. Stanford; R. E. Rosenthal, Ph.D. Georgia Tech.

Management Science (627)

2110-20 Decision Models (3, 3) Introduction to the use of quantitative techniques in the decision-making process. Prereq: Math 2510-20, Bus. Admin. 2750 or Comp. Science 1410 or consent of instructor. F, W, S.

4120 Cases in System Management (3) Synthesis of system concepts through case study methodology, written reports and oral defense of alternative strategies. Prereq: Management of Automated Office. 4120, 3520, 4110 or consent of instructor.

2120 Managerial Strategy and Tactics Applications (3) A general business simulation is used for information processing to provide experience in integration and analysis of managerial data. Emphasis on skills related to oral and written justification of results. Prereq: Senior standing or consent of instructor. F, W, S.

4210 International Management (3) Analysis of factors significant to the manager in international business activities. W.


4410 Operations Control (3) Analysis of the operations control function. Techniques of short-term forecasting; material and capacity requirements planning; inventory control; scheduling and operations flows into the total operations function. Prereq: 3111. W, S.

4420 Advanced Industrial Problems (3) Cases in production management. Prereq: 15 hrs. in major including 4410. F, S.

Marketing and Transportation


Associate Professors: E. C. Codette, Ph.D. Ohio State; J. H. Foggin, Ph.D. Indiana; R. F. Jersky (Associate Dean), Ph.D. Ohio State; J. R. McMillan, Ph.D. Ohio State; R. C. Reizenstein (Associate Dean), Ph.D. Cornell; G. D. Santell, D.B.A. Indiana; R. L. Sprio, Ph.D. Georgia.
Transportation (981)
Nine quarter hours in general economics are prerequisite to all courses in transportation. Transportation 3110-15 or consent of instructor are prerequisite to all courses numbered above 4000.

3110 Introduction to Transportation (3) The transportation and distribution industry as a vital part of the national political and economic structure. Prereq: Econ. 2510-20. E.

3115 Introduction to Logistics (3) Business logistics as a functional area within the firm and as a strategic element of the marketing mix. Discussion of logistical system components and their interrelationships. Prereq: Econ. 2510-20, Statistics 2100. E.

3120 Logistics and Traffic Management (3) The purchase and use of transportation services as related to the firm's logistical mission. Emphasis on determination of transportation strategy and relationships to purchasing and materials management. Prereq: 3115. E.

4150 Transportation Law and Policy (3) The evolution of government involvement in transportation, evaluation of past and current regulatory and promotional policies, misallocation of costs, and the role of research and development. Prereqs required individually and in combination with each other. F, W, S.

4510 Passenger Transportation (3) Analysis of the urban and inter-city air and surface passenger markets, the role of public versus private ownership and operation of passenger carriers and examination of government policy in passenger transport, significance of future technical developments in transportation. Prereq: 3110.

4610 Carrier Management Seminar (3) Determination and evaluation of current carrier strategy including the establishment of individual carrier mission and goals and development of marketing and cost control strategies. Prereq: Minimum of 18 hours in transportation/logistics including 4415 and 4610. E.

4720 Logistics Systems Management Seminar (3) Seminar in development of transportation systems strategy and the management of logistical systems. Course approach includes case studies, lectures, and logistics management simulation. Prereq: 3115. E.

4730 Transportation and Logistics Research (3) Logistics research in the context of current theory and practice in transportation and business logistics. Application of quantitative approaches to problems in transportation and logistics, and simulation to solution of problems. Prereq: 4720. E.


820 Current Topics in Transportation and Logistics (3) Seminar designed to study current practices in transportation and distribution, topics announced prior to offering. May be repeated once for credit. Prereq: Consent of instructor.

4988 Honors: Executive-In-Residence Seminar (3) Student interaction with top-level transportation and distribution executives. Focus on the strategic decision making process. Prereq: Senior standing and consent of instructor.

4989 Honors: Independent Study (3) Directed research and study on a subject of mutual interest to student and staff member.

Graduate
See page 82 for information on graduate programs. Consult the Graduate Catalog for listing of graduate level courses.

Statistics (962)


Associate Professors: H. A. Lasater, Ph.D.; Rutgers; R. G. O'Brien, Ph.D.; University of North Carolina (Chapel Hill); G. B. Ramsey, Ph.D.; North Carolina State (Raleigh); R. D. Sanders, Ph.D.; Texas; M. S. Younger, Ph.D.; Virginia Polytechnic.

Assistant Professors: S. W. Ward, Ph.D.; Virginia Polytechnic.

Undergraduate courses numbered 4000 and above presuppose familiarity with the basic principles of statistics and with the general concepts of statistical estimation and hypothesis testing. Students intending to take 2100 and one additional undergraduate course are advised to select the latter from among 3000-level courses.

2100 Probability and Statistics (3) Elementary theory of probability; independence and dependence; expectation and variance; discrete and continuous random variables. Prerequisites: 3115. F, W, S.

2110 Regression and Correlation Methods (3) Theory and applications of linear regression and multiple regression analysis; parameter estimation and hypothesis testing. Prerequisites: 3115 or 3460. E.

2120 Analysis of Variance (3) Methods of analysis of variance for completely randomized, randomized block, factorial and split plot experiments. Prereq: 3450 or equivalent.

Graduate
See p. 82 for information concerning the graduate programs. Consult the Graduate Catalog for listing of graduate level courses.

Interdepartmental Unit

Business Administration (205)

2750 Electronic Data Processing (3) Development of skill in Fortran programming with special emphasis on business applications. Prereq: Math 1560 or 1680 or equivalent. May not be taken for credit if Comp. Science 1410 or Office Admin. 2750 has been completed. E.

3110 Introduction to International Business (3) A survey of the strategic implications of conducting business operations in an international context. Emphasis on the analysis of a variety of international environments including cultural, political, economic and legal characteristics. Prereq: Economics 2520 or consent of instructor.

3700 Essentials of Financial Planning (3) Introduction to individual financial planning, through study of basic tools, money management, decision making, services of financial institutions, asset protection, insurance applications, and financial planning goals.

3800 Introduction to Real Estate (3) Survey of five fundamental areas of concern to real estate industry and real estate analysts: 1) economics of real estate market; 2) legal environment of real estate; 3) real estate finance and financial institutions; 4) appraisal; and 5) real estate investment. Credit not given for both 3800 and Real Estate 3610.

4310 Business Letter Writing (3) Principles, practices, and mechanics of effective business letters and memoranda; principles applied by solving communica- tion cases; emphasis placed on letters and memos as initial sources of ideas in communications systems of the business firm. May not be taken for credit by students who have completed Office Admin. 4310. F, W, S.

4320 Business Communications: Reports (3) Concept and communication, business report preparation. Process of collecting/analyzing pertinent business information and the appropriate presentation of business data as a basis for executive decision making. Prereq: Computer technology utilized. Prereq: Junior standing. May not be taken for credit by students who have completed Office Admin. 4320. F, W, S.

4340 Business Policy (3) Analysis of business problems and managerial decision making through case studies and written reports. Prereq: Core requirements except Business Law (see page 76) and senior standing. Open only to students who have been admitted to the Upper-Division programs of the College of Business Administration.

4650 Honors: Corporate Executive-In-Residence Seminar (3) Interaction of top corporate executives from a wide spectrum of business disciplines, (Accounting, Finance, Management, Marketing, Transporta- tion, etc.). Discussion of domestic and international strategic planning as it is applied in major U.S. corpora- tions. Focus of these presentations and small group discussion will be on the analysis of data and information in consumer and industrial settings. Prereq: Senior Standing, Finance 3120-30, Mgmt. 3010, 3110, Mar- keting 3110-20, and consent of instructor.

4610 Seminar in Small Business Assistance (3) Application of classroom learning to problems of small business in the community. Students are given opportunity to apply business skills. Upon completion of selected readings relevant to small or minority enterprise, students are assigned a...
project on basis of interest, ability, and experience. Students work in teams under supervision of a participating professor within the College of Business Administration. Approval for enrollment must be secured from instructor. May be repeated. Maximum credit 9 hours.

4810-20-30 Problems in Office Administration (1-3, 1-3, 1-3) Subject and title vary each quarter. May be repeated. Maximum 3 hrs. each course. May not be taken for credit by students who have completed Office Admin. 4810-20-30.

GRADUATE
See page 82 for information on graduate programs. Consult the Graduate Catalog for listing of graduate level courses.

Center for Business and Economic Research
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