College of Business Administration

C. Warren Neel, Dean
Roger L. Jenkins, Associate Dean for Academic Affairs
Michael J. Stahl, Associate Dean for Research and External Affairs
David A. Hake, Director, Center for Business and Economic Research
John E. Riblett, Director, Management Development Center
Monique W. Anderson, Director Undergraduate Business Advising Center
Scott Buechler, Director Graduate Programs

Size and breadth of program immediately distinguish the College of Business Administration at UT, Knoxville from the other such programs in Tennessee and in most of the surrounding states.

Despite the size, emphasis is placed on quality at all levels. The harmonious blending of undergraduate and graduate programs, of teaching and research, and of development of technical skills on the one hand and broad values on the other makes the college a vital concern for individual, social and economic understanding of the methodology and accomplishments of the social, behavioral, and natural sciences, the business core seeks to expose students to the realms of financial and management accounting, micro- and macro-economics, and the functional fields of business. Specialization comes through intensive study in one of the nine majors offered.

The combination of breadth and depth in the undergraduate program produces graduates who are prepared to grow in their personal and professional lives and employees who are well educated in one of the professional or functional fields of business. In the preparation of graduates for roles in society, the size of the college is an important advantage. Included among the nearly 110 faculty are many generalists, but also a rich variety of those with specialized knowledge and interests. Furthermore, the comprehensive nature of the University and the combined teaching/research/service mission of the institution and the college mean that the faculty are almost certainly on the cutting edge of their disciplines.

While size and diversity can be important advantages, those advantages can be overwhelmed if the personal touch is lost. In an attempt to avoid the pitfall of impersonal education, the college has in place a plan of administered enrollments, designed to assure that the numbers enrolled would not exceed the limited capacity of the college to provide a quality education. The plan calls for admission to the programs of the college in two stages: at the lower division level (freshmen and sophomores) and at the upper division level (juniors and seniors). Admission to the upper division is limited to those who have successfully completed the prescribed lower division courses, who have shown seriousness of interest and purpose, and who have records of substantial academic achievement.

A further aspect of the college which helps in the development and maintenance of "personal scale" is found in the many student organizations in the college. More than a dozen clubs and professional fraternities and sororities represent a broad spectrum of student interest and provide continuing opportunities for the development of leadership skills and involvement with small groups on an intensive basis.

Success of any academic program is both difficult to define and hard to measure. In the final analysis, the building of character is probably the most valuable product of academic. On a more mundane level, however, we take a great deal of pride in our success in placing our graduates with local, regional, and national employers, and in the record of our graduating seniors on the nationwide Business Assessment Test, administered by the Educational Testing Service, which placed UT, Knoxville students well within the top twenty percent of business school seniors nationally.

UNDERGRADUATE ADVISING CENTER

The College maintains a Student Advising Center staffed with full-time academic advisors to assist all students with their programs. Students who have been admitted to a major will confer with a faculty advisor from the selected major regarding career goals and opportunities but will still receive their academic advising from the Center. The objective of the Advising Center is to provide students with needed academic information.

PROGRESSION STANDARDS

Admission to the College of Business Administration does not guarantee acceptance into the chosen major. Admission to the upper-division (major) is based on the availability of space in the College as a whole and in the major requested. The academic progress of those admitted to the College is evaluated periodically. Those failing to make acceptable progress toward meeting the standards for progression to the upper-division are encouraged to seek alternative educational opportunities. Progression standards are adjusted periodically and current requirements can be determined by consulting with an advisor in the Undergraduate Advising Center.

PREMAJORS

Students who enter the College of Business as freshmen or sophomores must apply for a major the semester after attempting 45 hours. The academic record presented will be assessed by the Director of the Undergraduate Advising Center. The following minimum requirements must have been met in order to be considered for admission to a major:

1. Must have followed a business curriculum.
2. Must have earned a minimum 2.75 (3.0 for Accounting) average, cumulative, over the courses specifically required in the lower-division of that curriculum, excluding non-business and non-departmental electives.
The overall record will be evaluated for quality and seriousness of purpose. An excessive number of withdrawals, incompletes, repeated courses or failures may result in denial of progression.

Progression standards are subject to change; current standards are available in the Undergraduate Advising Center, Glocker 52.

**TRANSFERS FROM OTHER UT, KNOXVILLE PROGRAMS**

Students in other colleges at UT, Knoxville must apply for progression to a major in the College of Business Administration at the earliest possible date but definitely prior to 75 hours. As a minimum, all students must be admitted to a CBA major for at least the last 30 hours of work. Only in exceptional cases will application be considered after 75 hours of coursework (at UT, Knoxville or elsewhere) have been attempted. It should be supposed that admission must be granted to those who accumulate a substantial number of hours in the CBA courses. On the contrary, an academic record reflecting substantial work after 75 hours in the Business Administration curriculum may be taken as prima facie evidence of an intent to evade this policy and may result in denial of admission.

The following minimum requirements must have been met in order to be considered for admission to a major:

1. Must have earned a minimum 2.75 average, cumulative, over the courses specifically required in the lower-division of that curriculum (3.0 for an accounting major), excluding non-business and non-departmental electives. Some majors may have differing average requirements.

2. The overall record will be evaluated for quality and seriousness of purpose. An excessive number of withdrawals, incompletes, repeated courses or failures may result in denial of progression.

3. Progression standards are subject to change; current standards are available in the Undergraduate Advising Center, Glocker 52.

**TRANSFER FROM OTHER INSTITUTIONS**

1. A student shall be able to transfer from an out-of-state community college or any four year institution, and shall be admitted to the College of Business Administration, only if his/her cumulative GPA is 3.00 or higher. If this standard is not met, the student shall be denied admission to the College.

2. A student shall be able to transfer from an in-state community college, and shall be admitted to the College of Business Administration, only if his/her cumulative GPA is 2.75 or higher. If this standard is not met, the student shall be denied admission to the College.

3. If a transfer applicant to the UT College of Business is denied upon transfer, he/she may reapply for admission to the College and to a major if he/she receives a 2.75 average (3.0 for an Accounting applicant) in his/her first 12 semester hours, or first semester in residence at UT (whichever is more in hours), over the courses specifically required in the lower division of the business curriculum, excluding non-business and non-departmental electives. The success of the application will be based on the entire student record. The application must be made prior to the end of mandatory advising during the student's second semester at UT (or the semester following 12 hours attempted).

**APPEALS**

The College has established a Progression Appeals Committee to which those students who have been denied progression may address an appeal. Information on the appeals process may be obtained by calling the Undergraduate Advising Center, 974-5096, or contacting an advisor in that office.

**BUSINESS MINOR FOR NON-BUSINESS STUDENTS**

Students in other Colleges at UT, Knoxville who wish to obtain a minor in Business Administration must successfully complete the following required courses: Accounting 201-202, Economics 201, and Statistics 201. Additionally, 12 hours of upper-division business electives must be taken at UT, Knoxville. No more than three upper-division hours of accounting, economics, or statistics may be used for this minor. Students are responsible for meeting listed prerequisites of any upper-division courses taken in a particular concentration. Minors in other colleges are available to College of Business Administration students.

**COURSE LOAD**

The normal course load for a semester is 15-18 hours. In unusual circumstances permission to take a course load in excess of this maximum may be granted by the Director of the Undergraduate Advising Center in Business Administration.

**SATISFACTORY/NO CREDIT**

A maximum of 20 credit hours of satisfactory/no credit (S/NC) courses may be used toward degree requirements for a Bachelor of Science in Business Administration. Such credit hours may be used to meet only the requirements identified in the curriculum as "business or non-business electives", plus any business courses specifically designated as being available for S/NC grading.

**BUSINESS CORE REQUIREMENTS**

The following core courses are required in all business curricula: Computer Science 102, Economics 201, Statistics 201, Accounting 201-202, Marketing 301, Finance 301, Business Law 301, Management 301-303, 401. 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.

**FOREIGN STUDY**

Several opportunities for study abroad are available to students in the college. One avenue is through group programs conducted abroad by another academic institution to which UT, Knoxville students with approval may enroll for credit. Assistance in identification of and registration in such programs may be obtained through the Overseas Study Information Service located in the University's Division of International Education. A third opportunity is through individualized programs. The nature of this work as well as credit for it should be negotiated by students prior to departure with the appropriate department. Students should register for credit under the Foreign Study number BA 491. Credit will be awarded only after completion of all agreed upon requirements.

**OFF-CAMPUS STUDY**

Recognizing that learning is not restricted to formal class room situations, the college provides for students to earn credit toward graduation for approved off-campus study. Such credit may be awarded only with prior approval of faculty member and the department granting credit. It may include certain kinds of work experiences, community involvement, etc. Students should register for credit under the Off-Campus Study number BA 492. Credit will be awarded only after completion of all agreed upon requirements.

**INDEPENDENT STUDY**

Certain educational goals may best be met through independent study done by an individual under the direction of a faculty member. Students who wish to do such independent work should obtain approval of the faculty member and the departments concerned prior to embarking upon their study. Students should register for credit under the Independent Study number BA 493, or the appropriate number in the department. Credit will be awarded only after completion of all agreed upon requirements.

**CURRICULA**

**FRESHMAN AND SOPHOMORE CURRICULA (except Statistics)**

The following courses are prerequisite to all majors in the College of Business Administration except for the Statistics major which is presented in the departmental listing.

<table>
<thead>
<tr>
<th>Hours</th>
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<tbody>
<tr>
<td>Freshman</td>
<td>English 101, 102</td>
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<td>Computer Science 102</td>
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<td>Ethics</td>
</tr>
<tr>
<td></td>
<td>Social Science</td>
</tr>
</tbody>
</table>

Total: 68 hours

`Mathematics - Entry into Mathematics courses is a function of scores on a placement test taken by all entering students. Students whose placement scores do not qualify them for Mathematics 141-142 may take 121-122 and two additional elective hours. Mathematics 141-142 are preferred because they prepare students better for applying mathematical techniques in business subjects and subsequent graduate studies. Further, Mathematics 141-142 preserve students' choices for study in other departments in the University.`
ACCOUNTING AND BUSINESS LAW

Professors:
J.R. Williams (Head and Ernst & Young Professor), Ph.D. Arkansas, CPA; J.S. Costa (Emeritus), S.J.D. George Washington; N.E. Dittrich, Ph.D. Ohio State, CPA; B.D. Fisher, (Emeritus), S.J.D. George Washington; J.R. Moore (Emeritus, Alumni Distinguished Service Professor), Ph.D. Kentuckky; H.W. Herzog, Jr., Ph.D. Maryland, H.E. Jensen (Emeritus), Ph.D. Texas; P.L. Lee, Ph.D. Michigan State; R.J. Moore (Emeritus, Alumni Distinguished Service Professor), Ph.D. Cornell; W.C. Neale (Emeritus), Ph.D. London School of Economics; K.E. Quindry (Emeritus), Ph.D. Kentucky; M. Russell, Ph.D. Oklahoma; A.M. Schlotmann, Ph.D. Washington (St. Louis); G.A. Spiva, Jr., Ph.D. Texas.

Associate Professors:
J.A. Gauger, Ph.D. Iowa State; E. Glustof, Ph.D. Stanford; J.A. Kahn, Ph.D. Maryland; J.W. Mayo, Ph.D. Washington (Seattle); C.W. Phillips, Ph.D. Washington (Seattle).

Assistant Professors:
D.M. Mandy, Ph.D. Illinois; M.N. Murray, Ph.D. Syracuse.

The first two years of general education and the last two which emphasize business education and a choice of courses in Economics prepare students for a wide variety of jobs, for postgraduate studies or in an MBA program.

Departmental advisors will assist students in selecting appropriate elective courses. Majors in Economics who wish to pursue graduate work in Economics or to seek work in the public sector should consult departmental faculty early in their careers for program advice.
FINANCE:

Professors:
H.A. Black (Head), Ph.D. Ohio State; T.P. Boehm, Ph.D. Washington (St. Louis); W.W. Dotterweich (Emeritus), Ph.D. Pennsylvania; G.C. Philippatos (Distinguished Chaired Professor of Banking and Finance), Ph.D. New York; R.E. Schnieves, Ph.D. California (Los Angeles); J.W. Wensley, Ph.D. South Carolina.

Associate Professors:
A.L. Auxier, Ph.D. Iowa; M.C. Ehrhardt, Ph.D. Georgia Tech; J.M. Wachowicz, Jr., Ph.D. Illinois.

Assistant Professors:
M.C. Collins, Ph.D. Georgia; R.P. Daves, Ph.D. North Carolina; R.P. DeGennaro, Ph.D. Ohio State; D. Gunthrop, Ph.D. Florida; M.B. Stern, Ph.D. Virginia.

Students may direct their studies in finance toward one of several functional areas: corporate financial management, financial markets and institutions, insurance and financial planning, investment management, and real estate finance and investment analysis. Students who wish to know more about a specific career option should consult a faculty member who teaches in that particular area.

Students must complete four courses in one of the following areas: Accounting, Business Administration, Economics, Finance, Logistics and Transportation.

Social Science - One course from the courses listed below:
- Anthropology 110, 120, 130, 230; Geography 101, 102, 141, 320, 323; Political Science 101, 102, 107, 310; Psychology 110, 117, 220, 310, 320, 360, 381; Sociology 100, 110, 200, 240, 370, 415, 456.
- Written Communications - One course from the courses listed below: English 263, 295, 355, 455.
- International Business - The international course requirement may be satisfied by taking either Business Administration 311 or an international course in a concentration area such as Management 471, Logistics and Transportation 441, or Economics 321.
- Arts Electives - Students should choose electives based on whether they want to focus on general management, human resources management, international management, or operations management.

Students must complete four courses in one of the following areas: General Management - Management 431 and any three upper division Management courses approved by faculty advisor; Human Resources Management - Management 431, 432 and any two upper division Management courses approved by faculty advisor; International Management - Management 471, Economics 321, Logistics and Transportation 441, and any upper division Management courses approved by faculty advisor; Operations Management - Management 431, 441, Statistics 365, and either Industrial Engineering 305 or Management Science 310.

International Business - The international course requirement may be satisfied by taking either Business Administration 311 or 491 or an international course in a concentration area such as Management 471, Logistics and Transportation 441, or Economics 321.
- Arts - One course from the courses listed below:
  - Art 172, 173, 176, 183, 191; Classics 232, 233; English 263; Music 100, 110, 120, 130; Speech 280, 380, 385; Theatre 100, 210, 211, 220, 221, 260; Women's Studies 330.

MANAGEMENT:

Professors:

Associate Professors:
O.S. Fowler (Head) (Management Science), Ph.D. Georgia; G.H. Dobkins, Ph.D. Virginia Polytechnic; K.C. Gilbert (Chair, Management Science Program), Ph.D. Tennessee; R.T. Ladd, Ph.D. Georgia; R.C. Maddox, Ph.D. Texas; A. Miller, Ph.D. Washington; M.C. Rush (Chair, Industrial-Organizational Psychology Program), Ph.D. Akron; J.E.A. Russell, Ph.D. Akron; M.M. Srinivasan (Management Science), Ph.D. Northwestern.

Assistant Professors:
M.R. Bowers (Management Science), Ph.D. Clemson; T.J. Dean, Ph.D. Colorado; C.P. Edirisinghe (Management Science), Ph.D. British Columbia; G.E. Fryxell, Ph.D. Indiana; W.Q. Judge, Ph.D. North Carolina; L.A. Kaplan (Management Science), Ph.D. Michigan; C.E. Noon (Management Science), Ph.D. Michigan.

Students may direct their studies in management toward operations management, international management, or general management depending on their interests or career objectives. Students should consult with management department faculty during the freshman year to make best use of electives prior to admission to the major.

MANAGEMENT SCIENCE PROGRAMS:

Associate Professor:
K.C. Gilbert (Chairperson), Ph.D. Tennessee.

Assistant Professors:

GRADUATE:
Consult the Graduate Catalog for information on graduate programs.
### LOGISTICS AND TRANSPORTATION

#### Professors:

#### Associate Professor:
- J.H. Foggion, Ph.D. Indiana.

Defined as "the management of product and information flows from original source to final customer," logistics represents a key bundle of resources which can create value for the customer. Effective management in areas such as warehousing, transportation, inventory, packaging, and information flow can be essential ingredients of customer satisfaction. Even though the transportation industry has changed dramatically in recent years, the University of Tennessee's continuing reputation for excellence in this area is widely known. Graduates are attracted to a variety of entry-level positions in this exciting industry.

The internationally recognized logistics and transportation program at the University of Tennessee, Knoxville is one of the most comprehensive and contemporary programs in the nation. Many UT Knoxville graduates have advanced to executive levels in industrial and carrier businesses. With the integration of progressive information technology into the academic program, the graduates of UT's program in Logistics and Transportation readily meet the challenges of today's changing business environment.

#### MARKETING

#### Professors:
- D.J. Barnaby, Ph.D. Purdue; E.R. Cadotte, Ph.D. Ohio State; R.L. Jenkins (Associate Dean), Ph.D. Ohio State; W.B. Locander (Distinguished Professor), Ph.D. Illinois; R.B. Woodruff, D.B.A. Indiana.

#### Associate Professors:
- J.R. McMillan, Ph.D. Ohio State; R.C. Reizenstein, Ph.D. Cornell; J.O. Rentz, Ph.D. Georgia; D.W. Schumann, Ph.D. Missouri (Columbia).

#### Assistant Professors:
- P.A. Dabholkar, Ph.D. Georgia State; S.F. Gardail, Ph.D. Houston; X.M. Song, Ph.D. Virginia.

The handling of goods and services and their presentation to the market is critical for the success of any business. Marketing involves researching consumer and industry wants and needs, developing goods and services to fulfill those needs, creating a desire for the goods and services, and bringing them to the public.

To understand this complex field, the student takes courses in economics, accounting, business law, computer science, finance, management, statistics, and logistics and transportation as well as major courses in marketing. In addition, a knowledge of the sociological and psychological forces underlying consumer behavior is critical. Perhaps more than any other area of business, marketing requires a full understanding of all facets of the business enterprise. Marketing majors at the University of Tennessee, Knoxville follow a prescribed but broad curriculum of business study before they begin their marketing courses in their junior year.

Marketing provides career opportunities at the heart of the economic system. Typically, careers begin in consumer or industrial sales with future opportunities in sales management, brand management, promotion, retailing, market research, and many other marketing related functions. Few functions of business have so greatly expanded in importance in recent years. Outstanding opportunities are available for men and women who are prepared to apply behavioral and quantitative principles to the problems of fulfilling human wants.

### ELECTIVES

#### LOGISTICS AND TRANSPORTATION Electives - Any upper division course in Logistics and Transportation.

#### MARKETING Electives - Any course in the Marketing, Logistics, and Transportation Department.


#### Economics or Political Science Electives - Any upper division course in Economics or Political Science.

#### Written Communications - One course in Written Communications.

### PUBLIC ADMINISTRATION

The program in public administration is a joint effort sponsored by the Departments of Economics and Political Science. It is designed for students interested in public management, the formation of public policy or the interface between the public and private sectors. The program combines general education in business principles with specific courses dealing with the operation of government. In consultation with an advisor, students are encouraged to select electives in a manner that focuses their expertise.

### COLLEGE OF BUSINESS ADMINISTRATION MARKETING, LOGISTICS, AND TRANSPORTATION

### LOGISTICS AND TRANSPORTATION

### Hours Credit

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<td>Junior</td>
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<tr>
<td>Marketing 301</td>
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<td>Finance 301</td>
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<td>Senior</td>
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<td>Logistics and Transportation (401, 461)</td>
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<td>(402, 462)</td>
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<tr>
<td>International Business</td>
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<td>Electives</td>
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**Total: 126 hours**

1. **Social Science - One course from the courses listed below:** Anthropology 110, 120, 130; Geography 101, 102, 141, 320, 323; Political Science 101, 102, 107, 310; Psychology 117, 220, 301, 310, 320, 360, 395; Sociology 100, 110, 200, 301, 302, 303, 304, 305, 306, 307, 310, 315; Sociology 100, 110, 200, 301, 302, 303, 304, 305, 306, 307, 310, 315, 345, 346, 350, 395.

2. **Economics or Political Science Electives - Any upper division course in Economics or Political Science.**

3. **Written Communications - One course from the courses listed below:** Anthropology 110, 120, 130; Geography 101, 102, 141, 320, 323; Political Science 101, 102, 107, 310; Psychology 117, 220, 301, 310, 320, 360, 395; Sociology 100, 110, 200, 301, 302, 303, 304, 305, 306, 307, 310, 315, 345, 346, 350, 395.

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3. **International Business - The international course requirement may be satisfied by taking either Business Administration 311 or 491 or an international course in a concentration area such as Management 471, Logistics and Transportation 441, or Economics 321.**

**Total: 126 hours**
STATISTICS

Professors:
- David L. Sylwester (Head), Ph.D. Stanford
- Robert A. McLean (Emeritus), Ph.D. Purdue
- William C. Parr, Ph.D. Southern Methodist
- John W. Philpot, Ph.D. Virginia Polytechnic
- Charles C. Thigpen (Emeritus), Ph.D. Virginia Polytechnic

Associate Professors:
- H. Bozdogan, Ph.D. Illinois
- Frank M. Guess, Ph.D. Texas
- Mary Sue Younger, Ph.D. Ohio State
- Ramon V. Leon, Ph.D. Florida State
- Mary G. Leitnaker, Ph.D. Kentucky

Assistant Professors:
- Dennis K.J. Lin, Ph.D. Wisconsin
- Ranney, Ph.D. North Carolina State
- William J. Mayo, Research Associate Professor, Ph.D. Ohio State
- J.M. Runney, Research Associate, B.A. Tennessee

Instructors:
- Sharon Neidert Busby, M.S. Miami, Ohio
- Charles M. Cwick, M.S. Tennessee
- S. Paul Wright, M.S. Tennessee

Lecturer:
- James L. Schmidhammer, Ph.D. Pittsburgh

Adjunct:
- Darryl J. Downing, Ph.D. Florida
- Stephen A. McGuire, Ph.D. Kansas State
- Gippsie B. Ranney, Ph.D. North Carolina State
- William L. Sanders, Ph.D. Tennessee
- Tommy Wright, Ph.D. Ohio State

The statistics major is designed for students interested in the application of statistics in business, government, and industry. All majors complete a set of courses designed to provide a general understanding of statistical methodology and also complete one of the two concentrations: Statistics - designed for students interested in positions involving quantitative research as well as for those interested in pursuing a graduate degree in statistics; or Industrial Statistics - designed for students interested in process control and quality management in business, industry, and government.

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<tr>
<th>Requirement</th>
<th>Credits</th>
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<td><strong>Freshman</strong>&lt;br&gt;English 101, 102</td>
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<td>3History</td>
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<td><strong>Sophomores</strong>&lt;br&gt;Accounting 201, 202</td>
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<td>4<strong>Oral Communication</strong></td>
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<td>5Social Science</td>
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<td>Statistics 251, 252</td>
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<td><strong>STAFF</strong>&lt;br&gt;B.A. A&amp;M</td>
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<td>Management 323</td>
<td>3</td>
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<tr>
<td>Economics 301 or 313 or Logistics and Transportation 301</td>
<td>3</td>
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<td>8Written Communication</td>
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<tr>
<td><strong>STUDENTS CONCENTRATIONS</strong>&lt;br&gt;Mathematics 251</td>
<td>3</td>
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<tr>
<td>INDUSTRIAL STATISTICS CONCENTRATION</td>
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<tr>
<td><strong>STAFF</strong>&lt;br&gt;Business Administration</td>
<td>126</td>
</tr>
</tbody>
</table>

**STAFF**

D.A. Hake (Director), Research Professor, Ph.D. Tennessee

K.E. Quindry (Emeritus), Professor, Ph.D. Kentucky

W.F. Fox, Associate Director, Research Professor, Ph.D. Ohio State

J.W. Mayo, Research Associate Professor, Ph.D. Washington (St. Louis)

D.M. Mandy, Research Assistant Professor, Ph.D. Illinois (Urbana)

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M.J. Cornellis, Research Associate, M.S. Tennessee

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P.J. Snodgrass, Research Associate, B.S. Tusculum College

P.A. Price, Research Associate, B.S. Tennessee

B.B. Vickers, Research Associate, B.A. Mary Washington

V.C. Cunningham, Research Assistant, B.A. Tennessee

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L.C. Fox, Research Assistant, M.L.S. Tennessee

J.P. McDonald, Managing Editor, B.A. William & Mary

J.M. Snodderly, Associate Editor, B.A. Tennessee

S.J. Knuckles, Assistant to the Director, Associate in Business

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- J.M. Snodderly, Associate Editor, B.A. Tennessee
- S.J. Knuckles, Assistant to the Director, Associate in Business

**curriculum**

- Arts - One course from the courses listed below: Art 172, 173, 176, 183, 191; Classics 222, 233; English 263; Music 100, 110, 120, 130; Speech 220, 385, 389; Theatre 100, 210, 211, 220, 221, 260; Women's Studies 330
- Social Science - Any three (3) hours except that Accounting 101 may apply to receiving credit in some of these areas. See individual course descriptions or advisor for details.
- English - One course from the courses listed below: English 263, 295, 355, 455, 459
- International Business - The international course requirement may be satisfied by taking either Business Administration 311 or 491 or an international course in a concentration area such as Management 471, Logistics and Transportation 441, or Economics 321
- Ethics - One course from the courses listed below: Art 172, 173, 176, 183, 191; Classics 222, 233; English 263; Music 100, 110, 120, 130; Speech 220, 385, 389; Theatre 100, 210, 211, 220, 221, 260; Women's Studies 330

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