The College of Business Administration

C. Warren Noel, Dean
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 Program
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 concerns for individual, social and economic values on the other makes the college a vital and exciting place to study and work.

College programs are fully accredited by the American Assembly of Collegiate Schools of Business. The UT Knoxville program in business was the first in Tennessee to be so recognized and one of the first ten in the South to receive accreditation.

UNDERGRADUATE PROGRAMS

General education, a business "core," and area specialization: This trinity underlies the UT Knoxville business program. Building on a firm foundation in written and oral communications, mathematical and statistical methods, and an 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 managerial 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 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 college is 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.

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 academe. 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. 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.

PREMAJORS

Students who enter the College of Business as freshman or sophomores must apply for a major the semester after attending 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.
3. The overall record will be evaluated for quality and seriousness of purpose. An exces-

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sive number of withdrawals, incompletes, repeated courses or failures may result in denial of progression.

4. 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 not 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.
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 admission, 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 required advising during the student's second semester at UT (for the semester following seven 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 not enrolled in the College of Business who wish to obtain a minor in Business Administration must successfully complete one of the following sequences:

OPTION 1

Accounting 201, 202, Economics 201, and Statistics 201.

12 hours of upper-division business electives except that no more than three upper-division hours of accounting, economics, or statistics may be used for this minor.

OPTION 2 College of Engineering Students

Accounting 201, 202, Economics 203.

Three of the following: Business Law 301, Finance 301, Management 301, Marketing 301.

Two of the following: Chemical Engineering 426, Industrial Engineering 300, 301, 302, 304, 405, 406, Mechanical Engineering 553.

All upper division course work must be taken at UT Knoxville. Students are responsible for meeting listed prerequisites of any upper division courses taken. 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: Economics 201, Statistics 201, Accounting 201-202, Marketing 301, Finance 301, Business Law 301, Management 203, 301, 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 arranged and supervised by departments of the college on a full semester or summer term. A second 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 study may be undertaken only with prior approval of faculty member and the department granting credit. It may include certain kinds of work experiences, community involvements, 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 the approval of the faculty members 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>
<th>Credit</th>
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<tbody>
<tr>
<td>Freshman 101, 102 .................................</td>
<td>6</td>
</tr>
<tr>
<td>Mathematics 141, 142 or 121, 122 ..............</td>
<td>8 or 6</td>
</tr>
<tr>
<td>Foreign Language ..................................</td>
<td>6</td>
</tr>
<tr>
<td>Natural Science ...................................</td>
<td>6</td>
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<tr>
<td>History ............................................</td>
<td>6</td>
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<tr>
<td>Sophomore Humanities ............................</td>
<td>6</td>
</tr>
<tr>
<td>Accounting 201, 202 ...............................</td>
<td>6</td>
</tr>
<tr>
<td>Economics 201 .......................................</td>
<td>4</td>
</tr>
<tr>
<td>Statistics 201 ......................................</td>
<td>3</td>
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<tr>
<td>Oral Communications ..............................</td>
<td>3</td>
</tr>
<tr>
<td>Management 203 .....................................</td>
<td>3</td>
</tr>
<tr>
<td>Ethics ..............................................</td>
<td>3</td>
</tr>
<tr>
<td>Social Science ....................................</td>
<td>3</td>
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<tr>
<td>Total: 63-65 hours ...............................</td>
<td>3</td>
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</tbody>
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MATHEMATICS - Entry into Mathematics courses is a function of scores on a placement exam 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 and subsequent graduate studies. Further, Mathematics 141-142 preclude students' choices for study in other departments in the College.

Foreign Language - Students must complete the intermediate sequence of a foreign language. Students may either continue the Foreign Language begun in high school or start a new sequence. Courses taken at the intermediate level may be treated as nonbusiness electives. Students whose native language is not English may meet this requirement by passing English 131 and 132 and by taking two English language literature courses taught by the English Department at the 200-level.

Natural Science - Any two-course sequence from those listed below: NOTE: Certain restrictions may apply to receiving credit in some of these areas. See individual course descriptions or advisor for details. Astronomy 161-162, or 217-218; Biology 110-120, or 118-128; Chemistry 120-130, or 128-138; Geology 131-132; Zoology 101-102; Physics 131-132, or 137-138, or 151-152; Zoology 117-118.


Humanities - Six hours from courses listed below with at least three from the literature list. Literature: Asian Languages 314; Classics 253, 254; Comparative Literature 202, 203, English 201, 202, 221, 222, 231, 232, 251, 252, 253, 281, 333, or 200-level Honors Literature Courses; Any foreign language course whose content is literature including foreign literature in English translation; Medieval Studies 261, 262; Music History 310; Religious Studies 312, 313; Women's Studies 210, 215, Other Humanities: Art 171; Classics 221, 222; Philosophy 110, 111, 120, 121, 130, 133, 230, 342, 360, 380, 382; Religious Studies 101, 102, 232, 235, 300; Women's Studies 380, 385.

Oral Communications - One course from: Speech 229, 240.

Ethics - One course from: Philosophy 242, 342, or 344.

Social Science - Any 3 hours except that Accounting majors must complete a course in Anthropology, Psychology or Sociology. Public Administration majors must complete either Political Science 101 or 107; Anthropology 110, 120, 123, 320; Geography 101, 102, 141, 320, 323; Political Science 101, 102, 107; Psychology 110, 117, 220, 310, 320, 380, 395; Sociology 110, 120, 200, 310, 346, 370, 415, 459.

ACCOUNTING AND BUSINESS LAW

Professors: K.G. Stanga (Head and Arthur Andersen Professor of Accounting), Ph.D. Louisiana State, CPA; N.E. Dittrich (Emeritus), Ph.D. Ohio State, CPA; B.D. Fisher, L.L.M. George Washington; H.C. Herring, III, Ph.D. Alabama, CPA; J.E. Kiger (Wrenn L. Slagle Professor of Accounting), Ph.D. Missouri, CPA; W.H. Read (Emeritus), MBA Northwestern, CPA; J.M. Reeves, Ph.D. Oklahoma State, CPA; H.P. Roth, Ph.D. Virginia Polytechnic Institute, CPA, CMA; J.R. Williams (Ernst & Young Professor); Ph.D. Arkansas, CPA.

Associate Professors: K.E. Anderson, Ph.D. Indiana, CPA; C.D. Izard, Ph.D. Mississippi, CPA; C.S. Massingale, MBA, Tennessee, J.D.; I.A. Posey, M.S. Tennessee, CPA; CMA; W.L. Slagle (Emeritus), M.S. Tennessee, CPA; R.L. Townsend, Ph.D. Texas, CPA.

Assistant Professors: J.V. Carcello, Ph.D., Georgia State, CPA, CMA; C.A. Galian, Ph.D., Virginia Polytechnic Institute; K.B. Hethcox, Ph.D. Oklahoma; M.C. Lestsinger (Emeritus), M.S. Tennessee, CPA; D.P. Murphy, Ph.D. North Carolina, CPA.

Distinguished Lecturer: S.B. Wolfe (Emeritus), B.S. Virginia Polytechnic.


The undergraduate program is designed to provide a basic educational experience for students interested in accounting. The first two years emphasize general education, while the last two emphasize business education and general accounting education.

Most major accounting organizations and the faculty of the Department of Accounting and Business Law endorse postbaccalaureate education for those who aspire to leadership positions in professional accounting. Beginning in 1993, the State of Tennessee required a minimum of 150 semester hours of education to sit for the CPA exam. Other professional certification programs in accounting, such as Certified Management Accountant, Certified Information Systems Auditor, and Certified Internal Auditor, also endorse postbaccalaureate education.

A graduate program, comprised of 30 semester hours and leading to a degree of Master of Accountancy, is available to qualified graduates of baccalaureate programs. The general requirements for the Master of Accountancy degree are summarized in the Graduate Catalog.

<table>
<thead>
<tr>
<th>Hours Credit</th>
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<tbody>
<tr>
<td>Junior Marketing 301</td>
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<tr>
<td>Finance 301</td>
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<tr>
<td>Electives</td>
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<tr>
<td>Management 301</td>
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<td>Accounting 321, 311</td>
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<td>Accounting 312, 341</td>
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<tr>
<td>Political Science 101, 102 or 107</td>
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<tr>
<td>Written Communications</td>
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<td>Senior Management 401</td>
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<tr>
<td>Accounting 411, 431</td>
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<tr>
<td>Business Law 301</td>
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<tr>
<td>Economics 311 or 310</td>
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<tr>
<td>International Business</td>
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<tr>
<td>Arts Elective</td>
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<tr>
<td>Electives</td>
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Total: 125 hours

ECONOMICS

Professors: W.F. Fox (Head), Ph.D. Ohio State; R.A. Bohm, Ph.D. Pennsylvania; R.L. Bowby, Ph.D. Texas, S.L. Carroll, Ph.D. Harvard; H.S. Chang, Ph.D. Vanderbilt, D.P. Clark, Ph.D. Michigan State; W.E. Cole, Ph.D. Texas; P. Davidson (J. Fred Holly Professor of Political Economy), Ph.D. Pennsylvania; G.R. Feiwel (Emeritus), Ph.D. McGill; C.B. Garrison, Ph.D. Kentucky; H.W. Herzog, Jr., Ph.D. Maryland; H.E. Jensen (Emeritus), Ph.D. Texas; F.Y. Lee, Ph.D. Michigan State; A. Mayhew, Ph.D. Texas; J.R. Moore (Emeritus, Alumni Distinguished Service Professor), Ph.D. Cornell; W.C. Neal (Emeritus), Ph.D. London School of Economics; K.E. Quindry (Emeritus), Ph.D. Kentucky; M. Russell, Ph.D. Oklahoma, A.M. Schloettmann, Ph.D. Washington (St. Louis); G.A. Spiva, Jr. (Emeritus), Ph.D. Texas.

Associate Professors: J.A. Gauger, Ph.D. Iowa State; E. Glustoff, Ph.D. Stanford; J.R. Kahn, Ph.D. Maryland; J.W. Mayo, Ph.D. Washington (Seattle); M.N. Murray, Ph.D. Syracuse; K.E. Phillips, Ph.D. Washington (Seattle).

Assistant Professors: A.F. Farmer, Ph.D. Duke; J. Rubin, Ph.D. University of California (Davis).

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.

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<th>Hours Credit</th>
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<tr>
<td>Junior Marketing 301</td>
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<tr>
<td>Electives</td>
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<tr>
<td>Business Law 301</td>
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<tr>
<td>Economics 311, 313</td>
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<tr>
<td>Social Science</td>
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<tr>
<td>Written Communications</td>
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<tr>
<td>Senior Management 401</td>
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<tr>
<td>Economics Electives</td>
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<tr>
<td>International Business</td>
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<tr>
<td>Arts Elective</td>
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<tr>
<td>Electives</td>
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Total: 125 hours
FINANCE

Professors: H.A. Black (Head and James F. Smith Professor), Ph.D., Ohio State; T.P. Boehm, Ph.D., Washington (St. Louis); W.W. Dottenweich (Emeritus), Ph.D., Pennsylvania; G.C. Philippatos (Distinguished Chaired Professor of Banking and Finance), Ph.D., New York; R.E. Shriever (William Volght Scholar), Ph.D., California (Los Angeles); J.M. Wachowicz, Jr., Ph.D., Illinois; J.W. Wansley (Clayton Chair of Excellence), Ph.D., South Carolina.

Associate Professors: A.L. Axtor, Ph.D., Iowa; P.R. Daves, Ph.D., North Carolina; R.P. DeGennaro, Ph.D., Ohio State; M.C. Ehrhardt, Ph.D., Georgia Tech.

Assistant Professors: M.C. Collins, Ph.D., Georgia; D. Gunthorpe, Ph.D., Florida; M.B. Stem, 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.

hours Credit
Junior
Marketing 301 .............................................3
Finance 301 ....................................................3
Management 301 ............................................3
Electives ........................................................................3
Business Law 301 .................................................3
Accounting 311 or Statistics 313...........................3
Economics 311 or 315 ...........................................3
1Finance Elective ....................................................3
2Social Science .......................................................3
3Written Communications - One course from: English
Senior
Management 401 .................................................3
Finance Electives ..................................................3
International Business.........................................3
Arts Elective ........................................................3
Electives....................................................................3
Total: 125 hours

Finance Electives - Five courses from the courses listed below: Finance 421, 422, 430, 451, 450, 460, 470, 471, 481, 482.
Social Science - One course from the courses listed below: Anthropology 110, 120, 130, 320; Geography 101, 102, 141, 320, 323; Political Science 101, 102, 107; Psychology 110, 117, 220, 310, 320, 360, 395; Sociology 110, 120, 200, 310, 346, 370, 415, 455.
Written Communications - One course from: English 235, 285, 365, 455, 461.
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, 183, 191; Classics 232, 233; English 263; Music 100, 110, 120, 130; Speech 280, 380; Theatre 100, 200, 220, 260; Women's Studies 330.

MANAGEMENT

Professors: R.W. Boling (Emeritus), Ph.D. Stanford; H.D. Dewhirst, Ph.D. Texas; G.H. Dobbins, Ph.D., Virginia Polytechnic; L.R. James, Ph.D. Utah; A.H. Kealy (Emeritus), M.B.A. Pennsylvania; J.M. Larsen, Jr., (Emeritus), Ph.D. Purdue; C.W. Neel, (Dean), Ph.D. Alabama; D. Reese (Emeritus), Ph.D. Iowa; M.C. Rush (Chair, Industrial and Organizational Psychology Program), Ph.D. Akron; M.J. Stahl, Ph.D. Pennsylvania; S.C. Vance, William B. Stokely Professor of Management (Emeritus), Ph.D. Pennsylvania; G.A. Wagoner (Emeritus), M.S. Indiana; G.H. Whitlock (Emeritus and Alumni Distinguished Service Professor), Ph.D. Tennessee.

Associate Professors: O.S. Fowler (Head) (Management Science), Ph.D. Georgia; G.E. Fryxell, Ph.D. Indiana; 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; C.E. Noon (Management Science), Ph.D. Michigan; J.A. Russell, Ph.D. Akron; M.M. Srinivasan (Management Science), Ph.D. Northwestern.

Assistant Professors: M.R. Bowers (Management Science), Ph.D. Clemson; I.J. Celiand, Ph.D. Southern California; T.J. Dean, Ph.D. Colorado; C.P. Editsizinghe (Management Science), Ph.D.

Students who complete this major are generalists in business administration. The General Business major permits students the greatest flexibility of college majors in selecting courses beyond the core of business courses.

hours Credit
Junior
Marketing 301 .............................................3
Finance 301 ....................................................3
Management 301 ............................................3
Electives ....................................................................3
Business Law 301 .................................................3
Economics 311 or 313 or Logistics and Transportation 301 .............................................3
General Business Electives ..................................6
Social Science .......................................................3
Written Communications - One course from: English
Senior
Management 401 .................................................3
General Business Elective ..................................12
International Business.........................................3
Arts Elective ........................................................3
Electives....................................................................3
Total: 125 hours

1General Business Electives (18 hours) - Six courses required; 300 level or above. Must include one course in at least four of the following areas: Accounting, Business Administration, Economics, Finance, Logistics and Transportation, Management, Marketing, Statistics.
2Social Science - One course from the courses listed below: Anthropology 110, 120, 130, 320; Geography 101, 102, 141, 320, 323; Political Science 101, 102, 107; Psychology 110, 117, 220, 310, 320, 360, 395; Sociology 110, 120, 200, 310, 346, 370, 415, 455.
3Written Communications - One course from: English 235, 285, 365, 455, 461.
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, 183, 191; Classics 232, 233; English 263; Music 100, 110, 120, 130; Speech 280, 380; Theatre 100, 200, 220, 260; Women's Studies 330.

MANAGEMENT SCIENCE PROGRAMS

Associate Professors: K.C. Gilbert, Ph.D. Tennessee; C.E. Noon (Chairperson, Management Science), Ph.D. Michigan; M.M. Srinivasan, Ph.D. Northwestern.

Assistant Professors: M.R. Bowers, Ph.D. Clemson; C.P. Editsizinghe, Ph.D. British Columbia.
Marketing, Logistics, and Transportation

LOGISTICS AND TRANSPORTATION

Professors:

Associate Professor:
J.H. Foggin, Ph.D. Indiana.

Assistant Professor:
M.C. Holoom, Ph.D. Tennessee.

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 customers. 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.

Hours Credit

Junior
Marketing 301 ........................................... 3
Finance 301 .................................................. 3
Management 301 ........................................... 3
Electives......................................................... 3
Business Law 301 .......................................... 3
Logistics and Transportation 301, 302 .................. 6
"Social Science.................................................. 3
"Arts Electives................................................. 3
"Written Communications............................... 3
Senior
Management 401 ........................................... 3
Logistics and Transportation (401, 401) or (402, 402) .......... 6
"Logistics and Transportation Electives .................. 6
"International Business .................................... 3
"Electives......................................................... 9 or 11

Total: 125 hours

Marketing

Professors:

Associate Professors:
S.F. Gardial, Ph.D. Houston; R.C. Reizenstein, Ph.D. Cornell; J.O. Rentz, Ph.D. Georgia; D.W. Schumann (Head), Ph.D. Misouri (Columbia).

Assistant Professors:
P.A. Dabholkar, Ph.D. Georgia State; T.C. Johnston, Ph.D. California (Berkeley); M.A. Moon, Ph.D. North Carolina (Chapel Hill); 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 the 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 filling human wants.

Total: 125 hours

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 administration, 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.

Hours Credit

Junior
Marketing 301 ........................................... 3
Finance 301 .................................................. 3
Management 301 ........................................... 3
Electives......................................................... 3
Business Law 301 .......................................... 3
Economics 301 ............................................. 3
"Social Science.................................................. 3
"Political Science Electives .............................. 6
"Written Communications............................... 3
Senior
Management 401 ........................................... 3
Economics 411 ............................................. 3
Political Science 441 .................................. 3
"Social Science.................................................. 3
"International Business .................................... 3
"Arts Elective................................................... 3
"Electives......................................................... 9 or 11

Total: 125 hours

"Social Science - One course from the courses listed below: Anthropology 110, 120, 130, 320; Political Science 101, 102, 107; Psychology 110, 117, 220, 301, 320, 360, 386;

Sociology 110, 120, 200, 310, 346, 370, 415, 459.

*Marketing 310 ........................................... 3
"Marketing Elective ........................................... 3
"Written Communications............................... 3
"Social Science.................................................. 3

*Social Science - One course from the courses listed below: Anthropology 110, 120, 130, 320; Political Science 101, 102, 141, 320, 323; Political Science 102, 107; Psychology 110, 117, 220, 310, 320, 360, 386.

Sociology 110, 120, 200, 310, 346, 370, 415, 459.

*Marketing 310 ........................................... 3
"Marketing Elective ........................................... 3
"Written Communications............................... 3
"Social Science.................................................. 3
STATISTICS

Professors:
William C. Parr (Head), Ph.D. Southern
Methodist; Robert A. McLean (Emeritus), Ph.D.
Purdue; John W. Phlipp; Ph.D. Virginia
Polytechnic; Richard D. Sanders, Ph.D. Texas;
David L. Sylveater, Ph.D. Stanford; Charles C.
Thigpen (Emeritus), Ph.D. Virginia Polytechnic.

Associate Professors:
H. Bozdogan, Ph.D. Illinois; Esteban Walker,
Ph.D. Virginia Polytechnic; Frank M. Guess,
Ph.D. Florida State; Mary G. Leitnaker, Ph.D.
Kentucky; Ramon V. Leon, Ph.D. Florida State;
Dennis K.J. Lin, Ph.D. Wisconsin; Robert W.
Mee, Ph.D. Iowa State; Mary Sue Younger,
Ph.D. Virginia Polytechnic.

Instructors:
Sharon Noldert, M.S. Miami, Ohio; Charles M.
Cwik, 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; Gipsee B.
Ranney, Ph.D. North Carolina State; William L.
Sanders, Ph.D. Tennessee; Tommy Wright,
Ph.D. Ohio State.

Instructor:
Sharon Donnelly, M.S. Tennessee.

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 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.

STATISTICS CONCENTRATION

Mathematics 251 .................................................. 3

Industrial Statistics Concentration

Ethics ..................................................................... 3
Junior ..................................................................... 6

Humanities ................................................................ 6
Marketing 301 ..................................................... 3
Management 301 .................................................. 3
Social Science .......................................................... 3
Finance 301 .......................................................... 3
Economics 311 or 313 or Logistics
   and Transportation 301 ........................................ 3
Written Communications - One course
   from Statistics 363-364, or
   Psychology 342 .................................................. 3

Statistics 461, 462 ................................................ 6

Industrial Statistics Concentration

Mathematics 260 .................................................. 6
Statistics 321, 325 ................................................. 9

Senior ..................................................................... 6
Management 401 .................................................. 3

International Business ........................................... 3
Arts Elective ........................................................... 3

Social Science .......................................................... 3
Business Law 301 .................................................. 3

Statistics 471 ........................................................ 3

Ethics ..................................................................... 3

Electives ................................................................... 8

Industrial Statistics Concentration

Statistics 461, 462 ................................................ 6

Electives ................................................................... 7

Total: 125 hours

*Foreign Language - Students must complete the
intermediate sequence of a foreign language.
Students may continue the Foreign Language
begun in high school or start a new sequence.
Courses taken at other than the intermediate level
may be treated as nonbusiness electives.
Students whose native language is not English may meet this
requirement by passing English 131 and 132 and by
passing two English language literature courses
taught by the English Department at the 200-level.

*Humanities - Six (6) hours from courses listed below
with at least three (3) hours from the literature list.

Literature: Asian Languages (311, 312, 313, 314);
Classics 243, 254; Comparative Literature 202, 203;
English 201, 202, 221, 223, 231, 232, 233, 251, 252,
253, 281, 333, or 200-level Honors Literature
Courses; Any foreign language courses whose
content is literature including foreign literature in
English translation; Medieval Studies 261, 262; Music
History 310; Religious Studies 101, 102, 232, 235,
300, 312, 313; Women's Studies 210, 215; Other
Humanities: Art 171; Classics 221, 222; Philosophy
110, 111, 120, 121, 190, 290, 342, 360, 380, 382.
*History - Any 6 hour sequence from courses listed
below: African-American Studies 201-202; Asian
Studies 101-102; History 151-152, 157-158, 161-182,
195-196 (or for international students only, 253-254);
Latin-American Studies 251-252. International
students may fulfill this requirement with a United
States History sequence.

*Oral Communications - One course from:
Speech 210, 240.

*Social Science - Anthropology 110, 120, 130, 320;
   Geography 101, 102, 141, 320, 323; Political Science
   101, 102, 107; Psychology 110, 117, 220, 310, 320,
   380, 395; Sociology 110, 120, 200, 310, 346, 370,
   415, 459.

*Ethics - One course from: Philosophy 242, 342, or
   344.

*Natural Science - Any two-course sequence from
   those listed below: NOTE: Certain restrictions may
   apply to receiving credit in some of these areas: See
   individual course descriptions or advisor for details.
   Astronomy 161-162, or 217-218; Biology 110-120;
   Botany 110-120, or 116-126; Chemistry 120-130;
   Geography 131-132; Geology 101-102; Physics 131-
   132, or 137-138, or 151-152; Zoology 117-118.

*Written Communications - One course from
   the courses listed below: English 263, 265, 355, 456, 459.

*International Business - The international course
requirement may be satisfied by taking either
Business Administration 411 or 481 or an
international course in a concentration area such as
College of Communications

Dwight L. Teeter, Jr., Dean
Kelly Leiter, Dean Emeritus
Herbert H. Howard, Associate Dean for
Graduate Studies and Research
Michael J. Stankey, Associate Dean for
Undergraduate Studies
Gail Palmer, Coordinator of Advising

Communications media are a vital force in
today's complex society. As a result, programs
in the College of Communications acquaint
students with the communications process and
prepare them for professional work in many
fields.

The College includes the School of Journal-
ismand the DepartmentsofAdvertising and
Broadcasting. The three academic divisions
have a common core curriculum. This permits
specialization at the junior and senior level.

The advertising, broadcasting, news-
editorial, public relations and master's
programs are accredited by the Accrediting
Council on Education in Journalism and Mass
Communications.

An exchange program with Central Nether-
lands Polytechnic, Utrecht, offers students a
European Semester called “Europe in the
World.” Tennessee students study in European
journalism in the Netherlands, but maintain
their enrollment at UTK and pay only room,
board and transportation costs.

The College is a member of the Association
of Schools of Journalism and Mass
Communication and of the Broadcast Educa-
tion Association.

COURSE LOAD

The maximum number of hours an under-
graduate may take without special permission
is 18 hours. Permission to take 19 or more
hours must be obtained from the dean or the
associate dean for undergraduate studies with
the recommendation of the student's advisor
and department chairman or school director.

REQUIREMENTS FOR ALL
CURRICULA

CORE COURSES

All students in the College take the following
core courses:
Communications 100 - Introduction to Mass
Communications
Communications 200 - Writing for Mass
Communications
Communications 300 - Mass Communications
Research Methods

or
Advertising 340 - Advertising Research Methods
Communications 400 - Mass Communications
Law and Ethics

SATISFACTORY/NO CREDIT
OPTION

This option applies only to general elective
courses. No course that is a part of the specific
requirements of the College of Communications
or a student's major department can be taken
under this option. For example, social science,
humanities, and speech electives required
by the various departments cannot be taken as
S/NC.

Courses evaluated as “satisfactory” will
count as hours toward graduation but not for
calculating the grade point average. A student
who wishes to take a S/NC course must indi-
cate this at the time of registration. Under no
circumstances may a student change from S/
NC to regular credit or from regular credit to S/
NC after the deadline for adding courses.

MINORS

Minors are offered in Broadcasting and
Journalism.
A minor in Broadcasting consists of 18
hours as follows: Communications 100, 200,
Broadcasting 275 and Broadcasting electives
(any three courses).
A minor in Journalism consists of 18
hours from the following: Communications 200,
400, plus 12 hours in journalism approved by
the School of Journalism minor advisor.

REQUIREMENTS FOR
GRADUATION

The Bachelor of Science in Communications
is awarded to majors who complete a program
of 128 hours prescribed under departmental
requirements listed below. At least 60 of those
hours must be taken in courses other than the
major or related communications fields. At
least 18 of the hours in the major must be
taken at The University of Tennessee, Knox-
ville. Normally, no more than 14 transfer credits
in the major will be applied to the 128 hours.

PROGRESSION

REQUIREMENTS

Entering freshmen and transfer students
are first associated with the college as Pre-
Majors. They may progress to a major in the
School of Journalism or the Departments of
Advertising or Broadcasting after the completion
of at least 30 hours of prescribed course work
with a 2.3 cumulative GPA.

Until they progress to a major, students
may not enroll in courses in the College num-
ered 300 or above without approval.

Students who do not progress to a major by
the time they have accumulated 60 credit
hours will be dismissed from the College.
Students must achieve a cumulative grade
point average of at least 2.0 in all College of
Communications courses used to fulfill gradu-
ation requirements.

During their last 32 hours prior to gradu-
ation, all students must have been accepted as
majors in the College.

TRANSFER STUDENTS

Students from other colleges within the
University are eligible to progress to a major in
the College of Communications as soon as
they complete at least 30 hours of prescribed
coursework with a 2.3 cumulative GPA and
complete Communications 100 Introduction to
Mass Communications and make application to
the appropriate Department or School.
COMMUNICATIONS

Professors:
Paul G. Ashdown, Ph.D. Bowling Green; Dorothy A. Bowles, Ph.D. Wisconsin (Madison); James A. Crook, Ph.D. Iowa State; George A. Everett, Ph.D. Iowa; Herbert H. Howard, Ph.D. Ohio; Mark Miller, Ph.D. Michigan State; Barbara A. Moore, Ph.D. Ohio; Michael W. Singletary, Ph.D. Southern Illinois; Michael J. Stankey, Ph.D. Illinois; Norman R. Swan, Jr., Ph.D. Missouri; Ronald E. Taylor, Ph.D. Illinois; Dwight L. Teeter, Jr., Ph.D. Wisconsin (Madison).

Associate Professors:
Edward Caudill, Ph.D. North Carolina; Roxanne Hovland, Ph.D. Illinois; S.M. Lucarelli, Ph.D. Tennessee; Dhyana Ziegler, Ph.D. Southern Illinois.

ADVERTISING

Professors:
Ronald E. Taylor (Head), Ph.D. Illinois; Michael J. Stankey, Ph.D. Illinois.

Associate Professors:
DeForrest Jackson, M.S. Tennessee; Roxanne Hovland, Ph.D., Illinois.

Assistant Professor:
Maia G. Joy, Ph.D., Oklahoma State; J. Eric Haley, Ph.D. Georgia.

Emeritus Professor:
Richard Joel, M.A., Wisconsin.

Freshman

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</table>

Total: 128 hours

BROADCASTING

Professors:
Barbara A. Moore (Acting Head), Ph.D. Ohio; Herbert H. Howard, Ph.D. Ohio; Norman R. Swan, Jr., Ph.D. Missouri.

Adjunct Professor:
Lindsay Nelson, B.A. Tennessee.

Associate Professor:
Dhyana Ziegler, Ph.D. Southern Illinois.

Assistant Professors:
Benjamin J. Bates, Ph.D., Michigan; Evelyn Miller, Ph.D. Ohio State; Jeffrey S. Wilkinson, Ph.D. Georgia.

Emeritus Professor:
Darrel W. Holt, Ph.D. Northwestern.

<table>
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<tr>
<th>Subject</th>
<th>Hours</th>
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<tr>
<td>English 101, 102</td>
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<td>Broadcasting 275</td>
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</table>

Total: 128 hours

JOURNALISM

Professors:
Paul G. Ashdown, Ph.D. Bowling Green; Dorothy A. Bowles, Ph.D. Wisconsin (Madison); James A. Crook (Director), Ph.D. Iowa State; George A. Everett, Ph.D. Iowa; Mark Littmann (Chair of Excellence), Ph.D. Northwestern; Mark Miller, Ph.D. Michigan State; Michael W. Singletary, Ph.D. Southern Illinois; Dwight L. Teeter, Jr., Ph.D. Wisconsin (Madison).

Associate Professors:
Edward Caudill, Ph.D. North Carolina; Robert B. Heller, M.S. Syracuse; Susan M. Lucarelli, Ph.D. Tennessee; Jerry L. Morrow, Ph.D. Toledo; Sammie Lynn Puett, M.S. Tennessee.

Assistant Professor:
Daniel Foley, M.S.J. Northwestern.

Instructors:

Emeritus Professors:
June N. Adamson, M.S. Tennessee; Dozier C. Cade, Ph.D. Iowa; Jack B. Haskins, Ph.D. Minnesota; John L. Lain, M.A. Iowa; B. Kelly Leiter, Ph.D. Southern Illinois; Frank B. Thornburg, M.S. Florida; Willis C. Tucker, M.S. Kentucky.

NEWS-EDITORIAL CONCENTRATION

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Total: 128 hours

1Natural Science Electives are: Astronomy 151-152 or 161-162; Biology 110-120; Botany 110-120; Chemistry 100-110 or 120-130; Geography 131-132; Geology 101-102 or 101-103.
2Social Science Electives are: Anthropology, Geography, Economics, History, Political Science, Psychology, Child and Family Studies, and Sociology.
3General Electives: Subject to approval of advisor.
4Political Science Electives: Sociology, Political Science.
6Must be approved by advisor.
# PUBLIC RELATIONS CONCENTRATION

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<td>128 hours</td>
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</tbody>
</table>

1. Natural Science Electives are: Astronomy 151-152 or 161-162; Biology 110-120; Botany 110-120; Chemistry 100-110 or 120-130; Geography 131-132; Geology 101-102 or 101-103.
2. Six hours at the 200 level or above of the same language.
3. Mathematics or Philosophy electives: Mathematics elective, Philosophy 135, or Statistics 201.
7. Business Administration electives: Marketing 310; Management 301; Economics 325.
8. Communications electives: Must be approved by advisor.