The UTK College of Business Administration is widely recognized for its leadership role in implementing some of the most innovative and exciting curriculum changes occurring during the last forty years of management education. Currently, the College has been recognized for its rising stock among the nation's business schools, as Business Week's Guide to the Best Business Schools named UTK as a "Best Buy" among all business schools, and cited the College for its "highvalue-to-cost ratio." Business Week's "Best Executive Programs" ranked the College's logistics and transportation program was ranked number one program in the nation in Fall 1996. The College has also been a national leader in bringing the concepts of industrial statistics and total quality management methods into the classroom. Many major American firms, including General Motors, Ford, Campbell's Soup, Procter and Gamble, and the Hertz Corporation, rely on the College and the Management Development Center for specialized training in these areas. Eighty-five percent of the top Fortune 500 firms have sent management teams to the UTK College of Business Administration for advanced management training. The College is an integral part of the national scene in education for businesses, as it is deeply interested in Tennessee and its students. Through its Center for Business and Economic Research, the College provides the data and analyses which support sound fiscal and management decisions by private businesses and public agencies in Tennessee. Business students are the ultimate beneficiaries of the College's aggressive involvement in business technology, research, and development of new management methods. In keeping with the College's tradition of excellence, our professors challenge the student's pioneering spirit to encourage the next generation's professional growth.

THE CURRICULUM

The College of Business Administration undergraduate curriculum consists of general education courses, a business "core," and an area specialization. Building on a firm foundation in written and oral communications, mathematical and statistical methods, an appreciation of the humanities and the arts, 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. In addition, an international dimension is included in the curriculum to prepare students for the world of international business.

In the first two years, students take the courses to meet the general education requirements of the curriculum. In their junior and senior years, students complete courses from the business core requirements and their major. A Bachelor of Science degree is offered in the following nine majors: accounting, economics, finance, general business, logistics and transportation, management, marketing, public administration, and statistics. These majors and related career opportunities are discussed later in this section of the catalog.

BUSINESS CORE REQUIREMENTS

The following core courses are required in all business curriculums: Economics 201, Statistics 201, Accounting 201-202, Marketing 301, Finance 301, Business Law 301, Management 203, 301, 401. Students are advised to check with the University's degree requirements as stated in the front section of the catalog as well as the requirements for the college or department.

UNDERGRADUATE ADVISING CENTER

The College maintains a Student Advising Center staffed with full-time academic advisors to assist students with their programs. The Undergraduate Advising Center is located in Glocker 52. All students may call the advising office (865) 974-3110, answering questions concerning majors, curriculum, and elective options. The objective of this Advising Center is to provide students with needed academic information. After being admitted to a major (junior and senior years), students will confer with a faculty advisor regarding career goals and opportunities.

PROGRESSION STANDARDS

Admission to the College of Business Administration does not guarantee acceptance in the chosen major. Students who enter the College of Business Administration as freshmen...
or sophomores must apply for a major in the semester after attaining 40 hours. The academic record presented will be assessed by the Undergraduate Business Program staff.

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

1. The student must have followed a business curriculum.
2. The student must have earned a minimum 2.75 cumulative average (3.0 for accounting), over the courses specifically required in the lower division of that curriculum, excluding non-business and non-departmental electives.

Transfer Students From Other UTK Programs

Students in other colleges at UT Knoxville should apply for progression to the College of Business Administration at the earliest possible date—no later than the completion of 75 hours. All students must be admitted to a CBA major for the last 30 hours of work as a minimum. Only in exceptional cases will application be considered after 75 hours of coursework (at UTK or elsewhere) have been attempted. The following minimum requirements must have been met in order to be considered for admission to a major:

1. The student 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.

The progression standards are subject to change; current standards are available in the Undergraduate Advising Center, Block 52.

TRANSFER STUDENTS FROM OTHER INSTITUTIONS

The following minimum requirements must be met in order to be considered for admission to the major:

OUT-OF-STATE community college or four-year institution:

The student must have a cumulative GPA of 3.0 or higher. If this standard is not met, the student shall be denied admission to the College. IN-STATE community college or four-year institution:

The student must have a cumulative GPA of 2.75 or higher. If this standard is not met, the student shall be denied admission to the College. If denied admission, a transfer student may APPLY.

After the student receives a 2.75 average (3.0 by an accounting applicant) in his/her first 12 semester hours, OFF first semester in residence at UT, whichever is more in hours. The courses must be specifically required in the lower division 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 (or the semester following 12 hours attempted).

RESIDENCY REQUIREMENT

Students transferring from other institutions must complete at least 6 credit hours in their major at UT Knoxville.

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 at that office.

COARSE 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 elective credit (S/CNO) 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/CNO grading.

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 requirements:

OPTION 1

Accounting 201, 202, Economics 201, Statistics 201. 12 hours of upper-division business electives except that no more than 3 upper division hours of accounting, economics, or statistics may be used for this minor.

OPTION 2 College of Engineering Students

Accounting 201, 202, Economics 201. 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 503.

All upper division course work must be taken at UT Knoxville. Students are responsible for meeting all prerequisites for any upper division courses taken. Minors in other colleges are available to College of Business Administration students.

EXECUTIVE UNDERGRADUATE PROGRAM

Top students are invited into the Executive Undergraduate Program, a professional enrichment experience. Member must be executive in overseeing students who have similar goals and interests. Executive in Residence courses for seniors bring distinguished business and industrial leaders to campus for lectures and lunch or dinner meetings with small groups of students. In these sessions, students have the opportunity to ask questions of some of the nation's business leaders.

SCHOLARSHIPS

A limited number of scholarships are available for highly qualified students. Students are invited to apply for a College of Business Administration scholarship. Selection criteria considered for scholarships include: academic merit, financial need, and leadership. Students must complete the College of Business Administration scholarship application and must submit it by the application deadlines in mid-February each year.

In order to be considered for a scholarship, students must meet the following criteria:

1. Unweighted grade point average of 3.0.
2. ACT composite score of 23 or SAT combined score of 1050.

To apply, students must submit the following:

1. A current high school transcript and a current college transcript, if the student is a transfer student.
2. ACT or SAT scores.
3. Class rank.
4. A completed College of Business Administration Scholarship Application Form.

For a complete list of scholarships available to undergraduate students, please see the Honors and Awards section of the catalog.

FOREIGN STUDY

Several opportunities for study abroad are available to students in the college. One avenue through groups programs arranged and supervised by departments of the college on a full or summer term. A second is through group programs conducted abroad by another academic institution. Students with approval may be obtained through Overseas Study Information Service located in the University's Division of International Operations. A third option 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 classroom 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 the faculty member and the department granting credit. It may include certain types of work experience outside the classroom, field experiences, etc. Students should register for credit under the Off-Campus Study number (BA 491). Credit will be awarded only after completion of all agreed upon requirements.
Undergraduate Advising Center, Glocker 52.

Success in any field. For up to date information on degree requirements, please see the Catalog. Each degree program emphasizes the oral and written communication skills necessary for success in any field. For up to date information on degree requirements, please see the Undergraduate Advising Center.

Logistics and Transportation Association—Open to all Logistics and Transportation majors and any student with an interest in logistics and transportation careers.

Omicron Delta (Epsilon—Honor society in economics for students and faculty. Student members must have a minimum 3.0 overall average.

Logistics and Transportation Association—Open to all Logistics and Transportation majors and any student with an interest in logistics and transportation careers.

Mathematics—Entry into Mathematics studies is a function of your placement test taken by entering students. Students whose placement tests do not qualify them for Mathematics 141-142 may take 125-126 and ten additional elective hours. Mathematics 141-142 are prerequisite to all majors except for the Business Administration major.

American Assembly of Collegiate Schools of Business—The Accounting Program at UTK has established itself as one of the nation's top accounting programs. Modern society demands much from its accounting professionals. They are responsible for preparing and analyzing financial data and for consulting in many specialized areas such as tax planning and compliance, auditing, accounting information systems, and management advisory services.

After completing the core requirements for a business education (including courses in statistics, economics, marketing, finance, business law, and management), the accounting major begins academic work in specialized areas such as tax, auditing, and systems. The use of computers in accounting is also stressed.

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THE ACCOUNTING PROGRAM—UTK's Accounting Programs are accredited by the American Assembly of Collegiate Schools of Business.

Accounting and Business Law

General Education—Freshman and Sophomore Years

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

Curricula

Freshman and Sophomore Curricula (except business)

The following courses are prerequisite to all majors in the College of Business Administration.

Credits

Freshman

English 101, 102
Mathematics 128, 129 or 141, 142
Natural Science
Sophomore

- Humanities
- Business Administration 220
- Accounting 201, 202
- Economics 201
- Statistics 201
- Oral Communications
- Management 203

Freshman

History

Total: 64-66 Hours

Syllabus

K.G. Galton, Ph.D., Virginia Polytechnic Institute; Hendrick, M.B.A.Houston, J.D., CPA; H.N. Hughes, B.S., Tennessee.


Lecturer:

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

A.W. Gatian, Ph.D., Virginia Polytechnic Institute; Assistant Professors:

K.O. S.B. Wolfe, Ph.D., Virginia Polytechnic Institute; Assistant Professors:

K.G. Stanga (Head and Arthur Andersen Professor of Accounting), Ph.D. Louisiana State, CPA; K.E. Anderson, Ph.D. Indiana, CPA, N.E. Detrich (Emeritus), CPA, F.B.A., M.S. Tennessee, CPA; C.A., M.A. Tennessee, CPA, C.M.A. Tennessee.

A.W. Gatian, Ph.D., Virginia Polytechnic Institute; Assistant Professors:

K.G. Stanga (Head and Arthur Andersen Professor of Accounting), Ph.D. Louisiana State, CPA; K.E. Anderson, Ph.D. Indiana, CPA, N.E. Detrich (Emeritus), CPA, F.B.A., M.S. Tennessee, CPA; C.A., M.A. Tennessee, CPA, C.M.A. Tennessee.

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of Business and are among the initial programs in the nation to receive this accreditation.

Since 1999, the state of Tennessee has required anyone wishing to take the Uniform Certified Public Accountant (CPA) Examination to complete 150 semester hours of study. Therefore, students are encouraged to continue their formal education in UT's one-year Master of Accountancy program.

Hours Credit

Junior
Marketing 301
Finance 301
Management 301
Accounting 311
Marketing 302
Accounting 301
Electives

Senior
Management 401
Accounting 411
Accounting 431
Business Law 331
International Business 331
Elective Arts
Electives

Total: 120 hours

International Business - The international course requirement may be satisfied by either Business Administration 311 or 491 or an international course in a concentration area such as Management 471, Logistics and Transportation 441, Economics 301, or another approved 300-level course.

ECONOMICS

Professors:
W. Fox (Head), Ph.D. Ohio State; R.A. Snow, Ph.D. California (Los Angeles); C.A. Bowers, Ph.D. Texas; S.L. Carter, Ph.D. Pennsylvania; H.S. Chang, Ph.D. Vanderbilt; D.P. Clark, Ph.D. Michigan State; W.E. Coke (Emeritus), Ph.D. Ohio State; H. Lee, Ph.D. Michigan State; A. Mays, Ph.D. Texas; J.W. Meyer, Ph.D. Washington (Seattle); J.R. Moore (Emeritus), University Distinguished Service Professor; Ph.D. Cornell; W.C. Neale (Emeritus), Ph.D. London School of Economics; M. Russell, Ph.D. Ohio State; M.A. Schicklimann, Ph.D. Washington (St. Louis); G.A. Spivey, Jr., Ph.D. Texas (Emeritus).

Associate Professors:
J.A. Auinger, Ph.D. Iowa State; E. Gravetter, Ph.D. Florida; T. Barnhart, J.R. Kautz, Ph.D. Ohio State; M.N. Murray, Ph.D. Syracuse.

Assistant Professors:
R. Baas, Ph.D. Virginia; A. Farmer, Ph.D. Duke; J. Rubin, Ph.D. University of California (Davis); D. Stanley, Ph.D. University of Wisconsin; V.O. Stango, Ph.D. University of Wisconsin.
and business strategy. Building on that foundation and the core courses in accounting, economics, marketing, and finance, the management major entails some of the following four areas of emphasis: General Management, Operations Management, Human Resource Management, or International Management.

Career opportunities include staff positions in production planning, inventory management, employment, human resource, and recruiting. In addition, line management positions in all types of industries, such as manufacturing, retail and wholesale banking, transportation, and hospitality are all available to management majors.

Assistant Professors:

Assistant Professors: J.P. Earing, Ph.D. Brown University.

Assistant Professors: M.L. Breuer, Ph.D. Brown University; M.M. Simms, Ph.D. Northwestern.


Assistant Professors: G.K. Gilbert, Ph.D. Emory University; K.C. Gilbert, Ph.D. Tennessee.

Assistant Professors: T.J. Manrodt, Ph.D. Tennessee.


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Assistant Professors: T.J. Manrodt, Ph.D. Tennessee.

Marketing is an activity which is directed toward identifying what the customer wants with the objective of delivering superior value to the customer. Marketing is found in all sectors: business, government, and industry. Some specific marketing activities include such diverse areas as quality control in manufacturing; research in engineering, development of statistical tools and the application of statistical tools to substantive areas. Applications include the design and analyzing this information as part of the decision-making process.

Statisticians work in two broad areas: the development of statistical tools and the application of statistics to substantive areas. Applications include such diverse areas as quality control in manufacturing; research in engineer ing, development of statistical tools and the application of statistical tools to substantive areas. Applications include the design and analyzing this information as part of the decision-making process.
ECONOMIC RESEARCH

Statistics 310 .......................................................... 3
Statistics 320 .......................................................... 3
Elective..................................................................... 3

International Business .................................................. 3

Business Law 301 ...................................................... 3
Management 401 ...................................................... 3

Arts Elective............................................................. 3

Mathematics 423, 425-Any two courses from these five will satisfy the requirement.

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

Statistics or Mathematics electives......................,.,.6 M .J.Cornelius, Research Associate, M .S. Tennessee

Math Elective....................................................3 or4 Tennessee

Elective.....................................................................3 or4 Tennessee

Total: 126 hours

Elective-One course from the courses listed below: English 263, 295, 355, 455.

Arts-Elective-One course from the courses listed below: Art 172, 173, 183, 191; Classics 232, 233; English 263, 266, 269, 360; History 120, 110, 129, 132; Philosophy 285, 286, 288, 380, 390, 391, 393, 395, 396, 397; Theatre 102, 202, 203, 302, 303.

Center for Business and Economic Research

W. F. Fox (Director), Research Professor, Ph.D. Ohio State
K. E. Quindry (Emeritus), Professor, Ph.D. Kentucky
W. F. Fox, Director, Research Professor, Ph.D. One State
M. N. Murray, Research Assistant Professor, Ph.D. Syracuse
M. J. Cornell, Research Associate, M.S. Tennessee
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
M. A. Kirby, Research Assistant, B.S. Texas A&M
J. P. McDonald, Managing Editor, B.A. William & Mary
J. M. Snoddy, Associate Editor, B.A. Tennessee
P. M. Kearney, Research Assistant Professor, Ph.D. Virginia
G. D. Herkimer, Research Associate, M.A. Tennessee