

DEPARTMENT OF BUSINESS AND ECONOMICS

The Department of Business and Economics offers majors in management and marketing, economics and finance, and business education. Decision making as a process is stressed. Students are taught to search for and identify important facts and properly analyze them in developing sound alternative courses of action. Modern analytical techniques as well as the importance of the behavioral sciences are introduced.

The management and marketing major is designed generally to prepare students for careers as professional managers or as self-employed entrepreneurs in either profit-seeking or not-for-profit organizations. The curriculum emphasizes a comprehensive understanding of business principles and economic activities. The required course of study seeks to prepare the graduate not only for initial employment but for subsequent advancement in his/her chosen vocation. Effective education for business responsibility consists not only of the development of an understanding of the principles and methodologies which govern the organization and administration of the individual business enterprise, but also includes an understanding of larger problems and relationships of the economy as a whole.

Specific objectives of the program are to provide students who select the management and marketing major with the following:

1. Technical knowledge of the basic skills associated with the use of human, capital, and material resources to achieve organizational goals.
2. Technical knowledge of the basic skills associated with the movement of products from producers to consumers.
3. The ability, working individually or as a member of a team, to analyze and solve fundamental management and marketing problems.

Curriculum in Management and Marketing

Freshman Year	Fall	Spring
English Composition I, II (ENGL 1013, 1023) ¹	3	3
World Civilization I, II (HIST 1503, 1513)	3	3
Science ¹	4	4
College Algebra (MATH 1113) ²	3	
General Psychology (PSY 2003)		3
Introduction to Computer Based Systems (COMS 1003)	3	
Calculus for Business and Economics (Math 2243)		3
Total	16	16
Sophomore Year		
Accounting Principles I, II (ACCT 2003, 2013)	3	3
Principles of Economics I, II (ECON 2003, 2013)	3	3
Business and Professional Speaking (SPH 2173)		3
Management Productivity Tools (MGMT 2013)	3	
Business Statistics (BUAD 2053)	3	
Legal Environment of Business (BUAD 2033)		3
Fine Arts/Humanities ¹	3	3
Physical Activity ¹	1	1
Total	16	16

Dr. Kevin H. Mason, Chair
Corley Building, Room 202
(479) 968-0492
Kevin.Mason@mail.atu.edu

Professors:
Black, Brown, Cole,
Edwards, Harmon, Mason,
Moore, D. Roach,
R. Smith, T. Tyler
Associate Professors:
Benefield, Lucas,
Troby
Assistant Professors:
Bean, Cochran
Instructor:
Batch

Management and Marketing

Curriculum in Management and Marketing

Junior Year		
Management and Organizational Behavior (MGMT 3003)	3	
Principles of Marketing (MKT 3043)	3	
Production Management (MGMT 3103)		3
Money and Banking (ECON 3003)	3	
Business Finance (FIN 3063)		3
Managerial Accounting (ACCT 3063) or Cost Accounting (ACCT 4023)		3
Management or Marketing Elective ⁶		3
Business Communications (BUAD 3023)	3	
U. S. History or Political Science ⁴	3	
Electives ^{3,5}		3
Total	15	15
Senior Year		
Management or Marketing Electives ⁶	6	6
Management Information Systems (MGMT 4013)	3	
Business Policy (MGMT 4083)		3
Electives ^{3,5}	6	6
Total	15	15

¹See appropriate alternatives or substitutions in "General Education Requirements" on page 74.

²Students who have two years of high school algebra with a grade of "C" or better and a math ACT score of 22 or above may omit College Algebra and enroll directly in MATH 2243, Calculus for Business and Economics. If omitted, an additional 3 hours of electives will be required.

³At least four hours of electives must be taken outside the School of Business. Foreign language electives are encouraged.

⁴Three hours must be taken from the following: HIST 2003, HIST 2013, or POLS 2003.

⁵At least 40 of the total hours required for graduation must be 3000 - 4000 level courses.

⁶Students majoring in Management and Marketing are required to take 15 hours of management or marketing electives with the stipulation that six of the 15 hours must be marketing electives and six of the 15 hours must be management electives. Only three hours of internship in management/marketing will apply to this requirement.

Economics and Finance

The study of economics and finance equips students to analyze a broad range of socioeconomic phenomena and policy alternatives. Regulation, environmental protection, economic growth and development, the distribution of income, resource allocation, international trade and finance, comparative economic systems, inflation, and the level of employment are some traditional topics of economics. The finance courses focus on financial definitions and concepts involving sources and uses of funds, personal investment strategy, and financial institutions.

The economics and finance course of study contains a theoretical core supporting the finance, accounting, marketing, and management fields. It is designed to prepare graduates for management or analytical careers in business or government. In addition, the major provides a foundation for graduate study in a variety of fields. Faculty advisors will work closely with students to assist them in planning their course work to achieve personal career objectives.

Students who complete the economics and finance program will be able to:

1. Understand economic concepts and relationships.
2. Understand financial decision making at the individual, corporate, and public policy levels.
3. Improve problem-solving skills through the application of economic and financial concepts.
4. Evaluate economic and financial issues in a global context.

Curriculum in Economics and Finance

Freshman Year	Fall	Spring
English Composition I, II (ENGL 1013, 1023) ¹	3	3
World Civilization I, II (HIST 1503, 1513)	3	3
Science ¹	4	4
College Algebra (MATH 1113) ²	3	
Introduction to Computer Based Systems (COMS 1003)	3	
Business and Professional Speaking (SPH 2173)		3
Calculus for Business and Economics (MATH 2243)		3
Total	16	16
Sophomore Year		
Accounting Principles I, II (ACCT 2003, 2013)	3	3
Principles of Economics I, II (ECON 2003, 2013)	3	3
U. S. History or Political Science ⁵		3
Management Productivity Tools (MGMT 2013)	3	
Business Statistics (BUAD 2053)	3	
Legal Environment of Business (BUAD 2033)		3
Fine Arts/Humanities ¹	3	3
Physical Activity ¹	1	1
Total	16	16
Junior Year		
Money and Banking (ECON 3003)	3	
Investments I (FIN 3043)	3	
Economics/Finance Elective (3000-4000 level) ⁴		3
Business Finance (FIN 3063)		3
Electives ³		6
Management and Organizational Behavior (MGMT 3003)	3	
Business Communications (BUAD 3023)	3	
Principles of Marketing (MKT 3043)		3
Managerial Accounting (ACCT 3063) or Cost Accounting (ACCT 4023)	3	
Total	15	15
Senior Year		
International Economics and Finance (ECON 4093)		3
Production Management (MGMT 3103)		3
Business Policy (MGMT 4083)		3
Principles of Risk and Insurance (FIN 4043)	3	
Management Information Systems (MGMT 4013)	3	
Economics/Finance Electives (3000-4000 level) ⁴	6	
Electives ³	3	6
Total	15	15

¹See appropriate alternatives or substitutions in "General Education Requirements" on page 74.

²Students who have two years of high school Algebra with a grade of "C" or better and a math ACT score of 22 or above may omit College Algebra and enroll directly in MATH 2243, Calculus for Business and Economics. If omitted, an additional 3 hours of electives will be required.

³At least seven hours of electives must be taken outside the School of Business. Foreign language electives are encouraged.

⁴Six hours of economics electives must be taken from the following: ECON 3073, FIN 4023, and ECON 4053. The remaining three hours may be taken from this group plus ECON 3013, ECON 4033, and FIN 4053. Only three hours of internship in economics/finance will apply to this requirement.

⁵Three hours must be taken from the following: HIST 2003, HIST 2013, or POLS 2003.