

DEPARTMENT OF BUSINESS AND ECONOMICS

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

Professors:

Black, R. Brown, Cole,
 Mason, Moore, D. Roach,
 R. Smith, T. Tyler

Associate Professors:

Bean, Benefield,
 Lucas, Troboy

Assistant Professors:

Cannon, Cochran,
 S. Jones, Walton

Instructors:

Batch, Buford

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:

Management and Marketing

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

Degree Completion Plan Beginning in Fall Semester

Freshman				Sophomore			
Fall		Spring		Fall		Spring	
ENGL 1013 ¹	3	ENGL 1023 ¹	3	ACCT 2003	3	ACCT 2013	3
HIST 1503	3	HIST 1513	3	ECON 2003	3	ECON 2013	3
Science with Lab ¹	4	Science with Lab ¹	4	MGMT 2013	3	SPH 2173	3
COMS 1003	3	PSY 2003	3	BUAD 2033	3	BUAD 2053	3
MATH 1113 ²	3	MATH 2243	3	Fine Art/Humanities ¹	3	Fine Art/Humanities ¹	3
				Physical Activity ¹	1	Physical Activity ¹	1
Total Hours	16	Total Hours	16	Total Hours	16	Total Hours	16
Junior				Senior			
Fall		Spring		Fall		Spring	
MGMT 3003	3	MGMT 3103	3	Mgmt/Mkt Elective ⁴	3	Mgmt/Mkt Elective ⁴	3
MKT 3043	3	FIN 3063	3	Mgmt/Mkt Elective ⁴	3	Mgmt/Mkt Elective ⁴	3
ECON 3003	3	ACCT 3063 or 4023	3	MGMT 4013	3	MGMT 4083	3
U.S. History ³	3	Mgmt/Mkt Elective ⁴	3	Elective ⁵	3	Elective ⁵	3
BUAD 3023	3	Elective ⁵	3	Elective ⁵	3	Elective ⁵	3
Total Hours	15	Total Hours	15	Total Hours	15	Total Hours	15

Curriculum in Management and Marketing
Degree Completion Plan Beginning in Spring Semester

Freshman				Sophomore			
Spring		Fall		Spring		Fall	
ENGL 1013 ¹	3	ENGL 1023 ¹	3	ACCT 2003	3	ACCT 2013	3
HIST 1503	3	HIST 1513	3	ECON 2003	3	ECON 2013	3
Science with Lab ¹	4	Science with Lab ¹	4	MGMT 2013	3	SPH 2173	3
COMS 1003	3	PSY 2003	3	BUAD 2033	3	BUAD 2053	3
MATH 1113 ²	3	MATH 2243	3	Fine Art/Humanities ¹	3	Fine Art/Humanities ¹	3
				Physical Activity ¹	1	Physical Activity ¹	1
Total Hours	16	Total Hours	16	Total Hours	16	Total Hours	16
Junior				Senior			
Spring		Fall		Spring		Fall	
MGMT 3003	3	MGMT 3103	3	Mgmt/Mkt Elective ⁴	3	Mgmt/Mkt Elective ⁴	3
MKT 3043	3	FIN 3063	3	Mgmt/Mkt Elective ⁴	3	Mgmt/Mkt Elective ⁴	3
ECON 3003	3	ACCT 3063 or 4023	3	MGMT 4013	3	MGMT 4083	3
U.S. History ³	3	Mgmt/Mkt Elective ⁴	3	Elective ⁵	3	Elective ⁵	3
BUAD 3023	3	Elective ⁵	3	Elective ⁵	3	Elective ⁵	3
Total Hours	15	Total Hours	15	Total Hours	15	Total Hours	15

¹See appropriate alternatives or substitutions in "General Education Requirements" on page 81.

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.

³Three hours must be taken from the following: HIST 2003, HIST 2013, or POLS 2003.

⁴The 15 hours of Management and Marketing electives must include six hours of Marketing electives, six hours of Management electives with the remaining three hours from either a management or a marketing elective. Only three hours of management/marketing internship will apply to this requirement.

⁵At least four hours of electives must be taken outside the School of Business. Foreign Language electives are encouraged.

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

Degree Completion Plan Beginning in Fall Semester							
Freshman				Sophomore			
Fall		Spring		Fall		Spring	
ENGL 1013 ¹	3	ENGL 1023 ¹	3	ACCT 2003	3	ACCT 2013	3
HIST 1503	3	HIST 1513	3	ECON 2003	3	ECON 2013	3
Science with Lab ¹	4	Science with Lab ¹	4	MGMT 2013	3	U.S. History ³	3
COMS 1003	3	SPH 2173	3	BUAD 2033	3	BUAD 2053	3
MATH 1113 ²	3	MATH 2243	3	Fine Art/Humanities ¹	3	Fine Art/Humanities ¹	3
				Physical Activity ¹	1	Physical Activity ¹	1
Total Hours	16	Total Hours	16	Total Hours	16	Total Hours	16
Junior				Senior			
Fall		Spring		Fall		Spring	
MGMT 3003	3	ECON/FIN Elective (3000-4000 level)	3	ECON/FIN Elective (3000-4000 level)	3	MGMT 4083	3
FIN 3043	3	FIN 3063	3	ECON/FIN Elective (3000-4000 level)	3	ECON 4093	3
ECON 3003	3	MKT 3043	3	MGMT 4013	3	Elective ⁵	3
ACCT 3063 or 4023	3	Elective ⁵	3	FIN 4043	3	Elective ⁵	3
BUAD 3023	3	Elective ⁵	3	MGMT 3103	3	Elective ⁵	3
Total Hours	15	Total Hours	15	Total Hours	15	Total Hours	15
Degree Completion Plan Beginning in Spring Semester							
Freshman				Sophomore			
Spring		Fall		Spring		Fall	
ENGL 1013 ¹	3	ENGL 1023 ¹	3	ACCT 2003	3	ACCT 2013	3
HIST 1503	3	HIST 1513	3	ECON 2003	3	ECON 2013	3
Science with Lab ¹	4	Science with Lab ¹	4	MGMT 2013	3	U.S. History ⁴	3
COMS 1003	3	SPH 2173	3	BUAD 2033	3	BUAD 2053	3
MATH 1113 ²	3	MATH 2243	3	Fine Art/Humanities ¹	3	Fine Art/Humanities ¹	3
				Physical Activity ¹	1	Physical Activity ¹	1
Total Hours	16	Total Hours	16	Total Hours	16	Total Hours	16
Junior				Senior			
Spring		Fall		Spring		Fall	
MGMT 3003	3	ECON/FIN Elective (3000-4000 level)	3	ECON 4093	3	FIN 4043	3
MKT 3043	3	FIN 3063	3	MGMT 3103	3	MGMT 4083	3
ECON 3003	3	FIN 3043	3	MGMT 4013	3	Elective ⁵	3
ACCT 3063 or 4023	3	Elective ⁵	3	ECON/FIN Elective (3000-4000 level)	3	Elective ⁵	3
BUAD 3023	3	Elective ⁵	3	ECON/FIN Elective (3000-4000 level)	3	Elective ⁵	3
Total Hours	15	Total Hours	15	Total Hours	15	Total Hours	15

¹See appropriate alternatives or substitutions in "General Education Requirements" on page 81.

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.

³Three hours must be taken from the following: HIST 2003, HIST 2013, or POLS 2003.

⁴Only three hours of economic/finance internship will apply to this requirement.

⁵At least seven hours of electives must be taken outside the School of Business. Foreign Language electives are encouraged.