

COLLEGE OF BUSINESS

Arkansas Tech University has offered baccalaureate degrees with majors in business and accounting since 1950 and 1959 respectively. The degree programs were housed in the Division of Business and then in the School of Systems Science prior to the establishment of the School of Business in 1986. The School of Business became the College of Business in 2009. The College is comprised of a Department of Management and Marketing and a Department of Accounting and Economics. Business students may seek a Bachelor of Science in Business Administration with major fields of study in Accounting, Economics & Finance, and Management & Marketing or a Bachelor of Science with a major in Business Education.

From its early years the College has used full-time faculty to teach primarily full-time undergraduate students. The faculty believe that teaching excellence and the currency of subject matter are best maintained through ongoing professional interaction with peers and the business community. In support of its mission, the faculty participates in service and engages in scholarly activities oriented towards professional practice and pedagogical research.

College of Business faculty and students use current technology to equip students with the necessary business competency skills needed to be successful leaders in business. Students and faculty are encouraged to participate actively in the learning process. A high degree of faculty-student interaction is sought through the management of class sizes and individualized advising. The College adheres to high levels of ethical conduct and promotes this ideal to its students as they prepare for personal and professional success in an evolving global business environment.

Our Vision

The Arkansas Tech University College of Business will be recognized as the premier undergraduate business program in the state of Arkansas.

Our Mission

The mission of the College of Business is to provide undergraduate students with the intellectual foundation for lifelong learning by combining a quality education in fundamental business management competencies with a broad exposure to the liberal arts.

Our Guiding Principles

The College of Business carries out its mission through its commitment to the following guiding principles and core values:

- Excellence
- Professionalism
- Collaboration
- Continuous Improvement

The College is committed to:

- High-quality undergraduate learning and faculty development.
- Highest ethical standards of personal and professional conduct for faculty, students and administrators. Professionalism includes maintaining faculty intellectual qualifications and expertise at levels which support the college's mission.
- Cooperative interaction among students and faculty to achieve the college's mission.

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- A systems approach to continuously improve all aspects of the learning process. This includes feedback from major stakeholders and a spirit of experimentation.

Programs of Study

The College of Business offers programs of study leading to baccalaureate degrees as listed below:

Bachelor of Science

Business Education

Bachelor of Science in Business Administration

Accounting

Economics and Finance

Management and Marketing

The College of Business is committed to preparing students for meaningful careers in business, industry, government or education; or for admission to and success in quality graduate programs. This commitment is founded on the belief that graduates from the College should have a strong background in the liberal arts as a basis for mature understanding of the problems of business leadership and management. The objective of the general education curriculum required of all College of Business majors is to ensure they acquire a knowledge and understanding of topics in the humanities, sciences, communications, social sciences and other related subjects to support a lifetime of continual learning.

Learning Goals

Students who major in any of the bachelor degree programs in the College of Business are required to complete a common core of business courses. The learning goals of the BSBA degree program are to develop students':

1. Ability to use technology to support business decisions.
2. Overall communication skills in a business context.
3. Ability to think critically and reason effectively about business problems.
4. Ethical awareness and ethical decision-making framework in a business context.
5. Foundation knowledge for conducting business in a diverse, global environment.

Accreditation

The Bachelor of Science in Business Administration degree programs offered by the College of Business are accredited by AACSB International - The Association to Advance Collegiate Schools of Business. AACSB International is the premier accrediting agency for business schools, stressing academic excellence and a commitment to continuous improvement. Approximately one third of the business schools in the United States and several selected schools internationally have earned AACSB International accreditation.

The Bachelor of Science with a major in Business Education is accredited by the National Council for Accreditation of Teacher Education (NCATE).

Transfer Students

In order to meet baccalaureate degree requirements, all transfer students must take in residence a minimum of fifty percent of the College of Business courses required for the degree. Of these courses, at least 24 hours must be 3000-4000 level, 12 hours must be in the student's major field, and 9 hours must be in the business core curriculum.

Only course credit with a grade of "C" or above will transfer to meet degree requirements for courses offered by the College of Business.

Business courses taken at other institutions at the 1000-2000 level which are offered by Tech at the 3000-4000 level will be transferred as free electives. Business courses taken at other institutions at the 3000-4000 level are subject to validation by the College of Business.

A student who majors in one of the Bachelor of Science in Business Administration (B.S.B.A.) programs in the College of Business must complete:

1. The general education requirements as described in this catalog.
2. The following business core requirements:
 - ACCT 2003 Accounting Principles I
 - ACCT 2013 Accounting Principles II
 - ECON 2003 Principles of Economics I
 - ECON 2013 Principles of Economics II
 - BUAD 2033 Legal Environment of Business
 - BUAD 2053 Business Statistics
 - BUAD 3023 Business Communications
 - ACCT 3063 Managerial Accounting **OR** ACCT 4023 Cost Accounting
 - ECON 3003 Money and Banking
 - FIN 3063 Business Finance
 - MKT 3043 Principles of Marketing
 - MGMT 2013 Management Productivity Tools
 - MGMT 3003 Management and Organizational Behavior
 - MGMT 3103 Operations Management
 - MGMT 4013 Management Information Systems **OR** ACCT 3023 Accounting Information Systems¹
 - MGMT 4083 Business Policy
3. The following courses in the quantitative area:
 - MATH 1113 College Algebra²
 - MATH 2243 Calculus for Business and Economics
4. Requirements that are listed on the following pages under each major.
5. Sufficient elective hours to bring the student's total hours to 124 (the number required for graduation).

In order to enroll in 3000- and 4000-level courses offered by the College of Business, students majoring in business must have the proper course prerequisites and satisfy the following enrollment requirements:

- 1. Must have completed a minimum of 54 hours.**
- 2. Must have a cumulative grade point average of 2.00 or above.**
- 3. Completion of the following eighteen hours of business foundation courses:**
 - ACCT 2003 and 2013**
 - ECON 2003 and 2013**
 - Six hours from MGMT 2013, BUAD 2033, BUAD 2053**

Business students who meet enrollment requirements (1) and (2) above and have only completed fifteen hours of the foundation courses, may enroll in upper division business courses, provided they have the proper course prerequisites and they enroll in the remaining required foundation course in the same semester.

Students majoring in fields outside the College of Business may enroll in 3000- and 4000- level College of Business courses provided they have completed 54 credit hours, have a cumulative GPA of at least 2.0, and approval from the College of Business Dean.

¹Accounting majors must take ACCT 3023. All other business majors must take MGMT 4013.

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.