COLLEGE OF BUSINESS AND ECONOMICS - COBE
(UNDERGRADUATE)

www.uww.edu/cobe

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Paul Ambrose, Associate Dean
Ahmad Karim, Associate Dean
Robert Schramm, Assistant Dean
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262-472-1343
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Mission Statement
The University of Wisconsin-Whitewater College of Business and Economics is an inclusive, collaborative and entrepreneurial learning community dedicated to sharing values, knowledge and skills to prepare current and future business professionals to contribute successfully and responsibly in a global business environment.

Our efforts to engage in high-quality instruction, research and professional activities add value by:

• providing an engaging environment for educating undergraduate and graduate students that advances critical thinking, innovative problem-solving, ethical behavior, leadership and a commitment to diversity
• developing and sustaining partnerships with key stakeholders that lead to mutually beneficial opportunities for students, alumni, faculty, businesses and the regional community
• developing and retaining a high-quality faculty whose members strive for excellence, are current in their fields and make scholarly contributions through discipline-based, applied and pedagogical research.

Overview
The College of Business and Economics provides students with the skills and knowledge which allow them to succeed in today’s global business environment. We stress a close faculty-student relationship and encourage student activities which help students develop professional skills. Students have the opportunity to become involved in projects with business firms which aid in this skill development. The programs of the College are based on a broad general education which provides students with a fundamental understanding of the society in which they live and work. College requirements develop students’ knowledge of the functional areas of business, behavioral sciences, management sciences and a systems approach to problem solving. Completion of the degree includes intensive study in a chosen major to prepare students for careers in the field of their choice.

Department Chairs
Accounting
D’Arcy Becker

Information Technology and Supply Chain Management
Andrew Ciganek

Bachelor of Business Administration

• Accounting (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/accounting/accounting-bba/)
• Economics (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/economics-bba/)
• Entrepreneurship (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/entrepreneurship-bba/)
• Finance (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/finance-business-law/finance-bba/)
• General Management (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/management/general-management-bba/)
• Information Technology - Information Technology Emphasis (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/information-technology-information-technology-bba/)
• Integrated Science and Business (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/integrated-business-bba/)
• Marketing (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-bba/)
• Marketing - Digital Marketing Emphasis (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/digital-marketing-emphasis-bba/)
• Marketing - Experiential and Sports Marketing Emphasis (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-marketing-bba/)
• Marketing - Innovation and Social Enterprises (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/innovation-and-social-enterprises-bba/)
• Marketing - Professional Sales Emphasis (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/professional-sales-emphasis-bba/)
• Marketing - Retail Management Emphasis (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/retail-management-emphasis/)
• Supply Chain and Operations Management (BBA) (http://uww-public.courseleaf.com/undergraduate/business-economics/supply-chain-and-operations-management/)

Bachelor of Science


Minors

• Accounting (http://uww-public.courseleaf.com/undergraduate/business-economics/accounting/accounting-minor/)
• Entrepreneurship (http://uww-public.courseleaf.com/undergraduate/business-economics/management/entrepreneurship-minor/)
• General Management (http://uww-public.courseleaf.com/undergraduate/business-economics/management/management-general-minor/)
Certificates

- Integrated Marketing Communication (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/integrated-marketing-communication-minor/)
- Marketing (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-minor/)
- Marketing Experiential and Sports (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-marketing-minor/)
- Marketing Professional Sales (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-minor-professional-sales/)
- Retail Management (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/retail-management-minor/)
- Innovation and Social Enterprises (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/innovation-and-social-enterprises/)
- Professional Selling (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/professional-selling-certificate/)
- Retail Management (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/retail-management-certificate/)
- Sales Leadership Development (http://uww-public.courseleaf.com/undergraduate/business-economics/marketing/sales-leadership-development-certificate/)
- Sustainability Management (http://uww-public.courseleaf.com/undergraduate/business-economics/inter-departmental-majors-emphases/sustainability-management-certificate/)

Bachelor of Business Administration (BBA) Degree Requirements

Students may earn a Bachelor of Business Administration from the College of Business and Economics. Successful completion of the 20-hour community service requirement and a minimum of one hundred twenty (120) units in the following areas is required:

University Proficiency
General Education
U.S. Racial.Ethnic Diversity and Writing Proficiency

College Degree Requirements

Major

<table>
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<tr>
<th>Degree</th>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td></td>
<td>Unique Requirement</td>
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<tr>
<td>BEINDP 101</td>
<td>BUSINESS AND SOCIETY</td>
<td>3</td>
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<tr>
<td>MATH 143</td>
<td>FINITE MATHEMATICS FOR BUSINESS AND SOCIAL SCIENCES (GM)</td>
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<td>ECON 201</td>
<td>PRINCIPLES OF MICROECONOMICS (GS)</td>
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<tr>
<td>ECON 202</td>
<td>PRINCIPLES OF MACROECONOMICS (GS)</td>
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International Requirements

<table>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tr>
<td>ANTHRO 218</td>
<td>CULTURAL ANTHROPOLOGY</td>
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<tr>
<td>ASIANSTD 210</td>
<td>INTRODUCTION TO ASIAN STUDIES</td>
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<tr>
<td>ASIANSTD 364</td>
<td>GEOGRAPHY OF EAST ASIA</td>
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<td>ASIANSTD 385</td>
<td>MODERN CHINA</td>
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<td>ASIANSTD 386</td>
<td>MODERN JAPAN</td>
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<td>ASIANSTD 480</td>
<td>GOVERNMENT AND POLITICS OF JAPAN</td>
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<tr>
<td>BEINDP 200</td>
<td>INTRODUCTION TO INTERNATIONAL BUSINESS</td>
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<tr>
<td>COMM 424</td>
<td>CROSS CULTURAL COMMUNICATION</td>
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<tr>
<td>ECON 359</td>
<td>COMPARATIVE ECONOMIC SYSTEMS</td>
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<td>ECON 360</td>
<td>GROWTH AND DEVELOPMENT IN THE WORLD ECONOMY</td>
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<tr>
<td>ECON 401</td>
<td>INTERNATIONAL ECONOMICS</td>
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<tr>
<td>ECON 406</td>
<td>INTERNATIONAL FINANCE AND BANKING</td>
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<td>ECON 431</td>
<td>ECONOMICS OF GLOBALIZATION</td>
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<td>FNBSLW 410</td>
<td>MULTINATIONAL BUSINESS FINANCE</td>
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<td>FNBSLW 491</td>
<td>TRAVEL STUDY</td>
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<tr>
<td>GEOGRPY 230</td>
<td>HUMAN GEOGRAPHY</td>
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</table>
Accounting 250 is required for Accounting Majors only.

Major Requirements (21-30 units)

Accounting 250 is required for Accounting Majors only.

(No minor is required)

Writing proficiency is either included in the college core or listed with the major.

The College of Business and Economics is proud of its 20+ student organizations which include local chapters of national professional organizations, honorary societies, and clubs. Many of our organizations have been recognized nationally and globally for their excellence. For more information on the CoBE student involvement opportunities, visit http://www.uww.edu/cobe/aboutthecollege/studentorgs (http://www.uww.edu/cobe/aboutthecollege/studentorgs/).

Policy for Admission

Policy for Admission to Upper Division Business Courses in the College of Business and Economics

Business majors are eligible to enroll in lower division business courses after they have completed twenty-four units and possess at least a 2.50 combined grade point average. After a student completes fifty-four or more units and has satisfactorily completed or is enrolled in ENGLISH 101 and ENGLISH 102, COMM 110, ACCOUNT 244 and ACCOUNT 249 or ACCOUNT 261, BEINDP 101, ECON 201 and ECON 202, MATH 143, ECON 245, ITSCM 280 and BEINDP 290, that student may apply for admission to the College of Business and Economics upper division (300- and 400-level) courses. All students with a 2.80 combined GPA or better and who meet the course requirements and GPA will be admitted to the upper division courses. A student whose combined GPA is less than 2.80 may be admitted based on an alternative formula. All students must maintain a 2.50 combined GPA after admission to continue taking upper level courses. Application forms for admission to the upper division business courses are available during priority registration through the first week of classes each semester. Students are notified when the application is available. Students who have questions concerning admission should contact the Assistant Dean of the College of Business and Economics at 262-472-4900. A student who completes any business course without having met the requirements for a business major cannot become a business major after completing the course.

Budget, enrollment, or other factors may cause these standards to be altered by the College. Students who have questions concerning admission should contact the Assistant Dean of the College of Business and Economics.

In accordance with the admission policy on requirements for transfer students to declare a business major, the College of Business and Economics requires the following combined cumulative grade point averages in order to declare a business major. Students changing majors cannot be admitted directly to the upper division business courses without the approval of the assistant dean of the College.

1. From 0 to 24 credits, a student must have at least a 2.00 combined cumulative grade point average to declare a business major.

2. From 24 to 72 credits, a student must have at least a 2.50 combined cumulative grade point average to declare a business major.

3. If a student has 72 or more credits, s/he must have at least a 2.80 combined cumulative grade point average to declare a business major.

Students must complete course work in residence at UW-Whitewater in at least six courses (18 credit minimum) in their major field. A maximum of two transfer courses will be allowed in any major in the BBA curriculum.

BBA students may not take any courses offered by the College of Business and Economics or any BBA degree requirements (unique/lower/
upper) on a satisfactory/no credit (S/NC) basis except those offered on an S/NC basis only by the department.

Business majors may not use more than 6 credits of independent study (498) credits toward the BBA degree nor toward the graduation all-business grade point average requirement.

The College is organized into the departments of Accounting, Economics, Finance and Business Law, Information Technology and Supply Chain Management, Management, Marketing, and Occupational & Environmental Safety & Health (OESH).

Majors are available in accounting, economics, entrepreneurship, finance, general business, management, human resource management, international business, marketing, information technology, supply chain and operations management, and integrated science and business. The general business major is administered by the assistant dean. A bachelor of science in occupational and environmental health and safety is also available. Students pursuing majors in accounting, entrepreneurship, finance, general business, information technology, human resource management, international business, general management, marketing, and supply chain and operations management can obtain these majors only in the BBA degree program in the College of Business and Economics.

Honors sections prerequisite: Available to students in the University Honors program and business majors and minors with a 3.40 or higher grade point average. Other course prerequisites apply.

**Business Minor Enrollment and Graduation Requirements**

The business minors are designed for students seeking a liberal arts education with preparation for a career in an area of business. This preparation in both liberal arts and business will also assist students planning to advance their career opportunities by seeking an M.B.A. (Master of Business Administration) degree.

Requirements for the nine approved minors are described within the departmental listings in this Catalog. Within these minors variations are possible to meet the programmatic needs of individual students. A minimum GPA of 2.25 in the minor is required for graduation. Grades received for transfer courses that are counted in the minor will be included in determining the GPA in the minor. Students majoring in business may not earn a business minor except for water business, international business, information technology, economics, business data analytics, occupational safety, and environmental management. Students can major in two business areas.

**College Grade Point Average Requirement for Graduation**

Students in the College of Business and Economics are required to have:

1. a minimum combined transfer and UW-W GPA of 2.5
2. a minimum combined transfer and UW-W GPA of 2.5 in all subjects offered by departments in the College of Business and Economics and in Management Computer Systems
3. a minimum combined transfer and UW-W GPA of 2.5 in their major.
4. Business majors may not use more than 6 credits of independent study (498) credits toward the BBA degree nor toward the graduation all-business grade point average requirement.

**Online, Evening, and Weekend (DBA only) Programs for Individuals in the Field of Business and Management**

The University of Wisconsin-Whitewater presents unique programs designed for adults who desire to continue their education in the field of business and management. Outreach programs offer the services of the University of Wisconsin system to the people of the surrounding area who cannot take advantage of the regular college programs because of personal commitments.

- Master's Degree Program in Business - University of Wisconsin-Whitewater MBA degrees can be earned through a program of graduate study on the Whitewater campus, at American Family Insurance headquarters in Madison, and via the internet using only MBA classes. The MPA (Masters of Professional Accountancy) is offered on campus only and is not offered as an evening or online program. Classes and evening programs are offered at the following locations:

  - **UW-Whitewater:**
    - MBA Finance
    - MBA Human Resource Management
    - MBA International Business
    - MBA IT Management
    - MBA Management
    - MBA Marketing
    - MBA Supply Chain Management
    - MBA Project Management
    - MBA Customized
    - MPA Professional Accounting
    - MS Applied Economics

  - **American Family:**
    - MBA Management

  - **Online:**
    - MBA Finance
    - MBA Human Resource Management
    - MBA International Business
    - MBA IT Management
    - MBA Management
    - MBA Marketing
    - MBA Supply Chain Management
    - MBA Project Management

  - **MBA Customized:**
    - MS Environmental Safety and Health (Online only)

- **Weekend:**
  - DBA Doctorate of Business Administration

**Graduate Certificate Programs - UW-Whitewater:**

- Graduate Business Foundations Certificate
- Certificate in Construction Safety
• Certificate in Human Resource Management
• Certificate in Occupational Ergonomics
• Certificate in Project Management

Graduate Certificate Programs - Online:
• Graduate Business Foundations Certificate
• Certificate in Human Resource Management
• Certificate in Project Management

These programs are identical to those offered in the full-time college program at Whitewater. The same admission standards, faculty, and courses are applicable.

• Bachelor’s Degree Program in Business - A program tailored for the adult who desires to earn a business degree is offered through on-campus and internet courses. Courses are scheduled at night, during the summer, and online to meet student needs. All four years of baccalaureate degree work for the Bachelor of Business Administration degree with a major in general business or marketing are available at UW-Whitewater. Special advising is provided.
• Adult Special Education in Business - Some adults want to take only selected courses offered in the regular University curriculum to improve their business background. This program accommodates these people by scheduling many classes at night and online. Depending on the course, certain prerequisites may be required. Counseling and special enrollment procedures are provided. A student may earn a maximum of twelve units as a special student. If any of these units are earned in 300/400-level courses, these units may not count toward the BBA degree should that student decide to pursue a BBA in subsequent semesters.

Services for Regional Businesses
The Kachel Center for Innovation and Business Development at the University of Wisconsin – Whitewater acts as a gateway to the resources of the university for the regional business and economic community. The Center includes the Small Business Development Center (SBDC), Wisconsin Innovation Service Center (WISC), Fiscal and Economic Research Center (FERC), Wisconsin Center for Information Technology Services (Wi-CITS), and Volunteer Income Tax Assistance (VITA) office. In addition, the Water Business Institute and Institute for Sales Excellence are housed in the College of Business and Economics. The centers offer a wide array of business and economic development support services, utilizing college faculty and students, as well as professional staff. SBDC provides high-impact, results-based consulting and training services to business owners and entrepreneurs with up to 500 employees. WISC specializes in new product and invention assessments and market expansion opportunities for innovative manufacturers, technology businesses, and independent inventors. Wi-CITS makes available IT services for regional non-profits and small businesses, including website design and development, software design and development and IT consulting. FERC provides research services for area businesses, not-for-profit organizations, and government entities in areas such as economic analysis, land-use planning, statistical analysis, government and public policy analysis and economic forecasting.

For more information on available services, visit: http://www.uww.edu/cobe/aboutthecollege/businesscenters/)

Accounting Courses
ACCOUNT 244 INTRODUCTION TO FINANCIAL ACCOUNTING 3 Units
This course introduces students to the principles of financial accounting. Topics include the basic accounting cycle (i.e., double entry accounting), financial statements (i.e., income statement and balance sheet), and discussions of specific accounting rules at an introductory level.
PREREQ: MATH 139 (OR MATH 142) AND A MINIMUM OF 15 CREDITS COMPLETED AND 2.50 COMBINED CUMULATIVE GPA FOR ACCOUNTING MAJORS; MATH 139 (OR MATH 142) AND A MINIMUM OF 24 CREDITS COMPLETED AND 2.50 COMBINED CUMULATIVE GPA FOR ALL OTHER.

ACCOUNT 249 INTRODUCTION TO MANAGERIAL ACCOUNTING 3 Units
This course introduces the student to the relevance, use, and interpretation of accounting information for decision making in support of business strategy. Topics include product costing (job order, process, absorption, variable), pricing, understanding cost structures (cost behavior), short-term decision-making, operational budgeting, evaluating performance, analyzing financial statements and ethical decision making.
PREREQ: ACCOUNT 244, LOWER LEVEL BUSINESS REQUIREMENTS, AND 2.50 GPA
UNREQ: ACCOUNT 249 AND ACCOUNT 342

ACCOUNT 250 INTRO TO ACCOUNTING THEORY & FOUNDATIONS 3 Units
This course provides foundational knowledge of the theories, concepts, and skills that drive financial accounting. Topics include the basis for financial accounting standards, the processes organizations use to generate and analyze financial statements, and controls over financial reporting and assets.
PREREQ: ACCOUNT 244; ACCOUNTING OR FINANCE MAJOR; 2.50 COMBINED CUMULATIVE GPA

ACCOUNT 293 ACCOUNTING AND BUSINESS EXPERIENCES Repeatable 1-3 Units
An opportunity to gain credit for hands-on experience in accounting-related work to develop a greater understanding of the overall business environment. Course requires a paid work experience of at least 100 hours; employer feedback and a written report are required.
PREREQ: DECLARED MAJOR IN ACCOUNTING, COMPLETION OF ACCOUNT 244, MINIMUM 2.5 GPA

ACCOUNT 296 SPECIAL STUDIES Repeatable 1-3 Units
Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable for a maximum of 3 credits in the accounting major and a maximum of 6 credits in the degree.
PREREQ: ACCOUNTING MAJOR OR FINANCE MAJOR; 2.50 GPA; ACCOUNT 244

ACCOUNT 298 INDEPENDENT STUDIES, LOWER DIVISION Repeatable 1-3 Units
Study of a selected topic or topics under the direction of a faculty member. Repeatable.
PREREQ: MATH 141 AND A 2.50 COMBINED CUMULATIVE GPA AND A MINIMUM OF 15 CREDITS FOR ACCOUNTING MAJORS OR 24 CREDITS COMPLETED FOR NON-ACCOUNTING MAJORS AND CONSENT OF THE INSTRUCTOR
ACCOUNT 341 INTERMEDIATE ACCOUNTING I 3 Units
This course focuses on accounting for assets (except investments) such as cash, receivables, inventories, plant assets, and intangible assets. This course also presents a detailed discussion of the standard-setting process, conceptual framework, accounting cycle, income statement, statement of financial position, and theoretical and practical aspects of the time-value of money in accounting.
PREREQ: ACCOUNT 250 AND A 2.5 COMBINED CUMULATIVE GPA

ACCOUNT 343 INTERMEDIATE ACCOUNTING II 3 Units
This course continues the coverage of financial accounting topics started in ACCOUNT 341, with an emphasis on liabilities, equity, and other specialized financial accounting topics. This course emphasizes the application, interpretation, and analysis of accounting principles and procedures for complex accounting and reporting topics.
PREREQ: ACCOUNT 341 AND 2.6 ACCOUNTING MAJOR GPA

ACCOUNT 351 INDIVIDUAL TAXATION 3 Units
A study of federal income tax laws with emphasis on the individual taxpayer, particularly of employees and sole proprietors. The study includes a review of current proposals, discussion of practical problems in tax planning and practice in the preparation of tax returns.
PREREQ: 3.0 COMBINED CUMULATIVE GPA COREQ: ACCOUNT 341

ACCOUNT 352 BUSINESS TAXATION 3 Units
This course examines federal tax laws that are applicable to corporations and partnerships. In addition, students will explore ancillary tax topics that directly affect the evolving landscape of business taxation.
PREREQ: 2.5 COMBINED CUMULATIVE GPA COREQ: ACCOUNT 341

ACCOUNT 354 ACCOUNTING INFORMATION SYSTEMS 3 Units
This course examines the nature of accounting information systems and the ways in which various components are integrated to provide relevant and reliable financial information for decision making. Students will also study the role of technology on financial reporting and internal control, system analysis and related issues in ethics.
PREREQ: 2.5 COMBINED CUMULATIVE GPA COREQ: ACCOUNT 341

ACCOUNT 355 VITA - INCOME TAX E-FILING CLINIC 3 Units
This course provides students a hands on opportunity to prepare federal and state income tax returns that will be electronically filed.
PREREQ: 2.5 COMBINED CUMULATIVE GPA AND INSTRUCTOR CONSENT COREQ: ACCOUNT 351 OR ACCOUNT 352

ACCOUNT 356 COST MANAGEMENT I 3 Units
This course presents an overview of basic cost measurement principles and an in-depth examination of product costing procedures and techniques including process costing, job-order costing, activity-based costing, accounting for spoilage, and standards and variances (cost, expense, revenue, and selected variance investigation models). This course also includes the following specific cost allocation topics: joint products, byproduct products, and service departments.
PREREQ: 2.5 COMBINED CUMULATIVE GPA COREQ: ACCOUNT 341

ACCOUNT 357 SERVICE IN ACCOUNTING 3 Units
This course gives the student the opportunity to meet academic objectives through provision of community service. Students will work with community partners to meet real needs in the community by applying knowledge from their business courses. This course will also give students the opportunity to reflect on the value of these experiences from a community and interpersonal perspective.
PREREQ: 2.5 COMBINED CUMULATIVE GPA COREQ: ACCOUNT 341

ACCOUNT 358 BUSINESS ETHICS 3 Units
This course examines the nature of accounting information systems and the ways in which various components are integrated to provide relevant and reliable financial information for decision making. Students will also study the role of technology on financial reporting and internal control, system analysis and related issues in ethics.
PREREQ: 2.5 COMBINED CUMULATIVE GPA COREQ: ACCOUNT 341

ACCOUNT 461 ADVANCED ACCOUNTING 3 Units
This course presents an in-depth examination of accounting for business combinations including mergers, parent-subsidiary relationships, and consolidated statements. It also covers accounting for partnerships, foreign currency translations, and an introduction to international accounting.
PREREQ: ACCOUNT 343 AND 2.6 ACCOUNTING MAJOR GPA

ACCOUNT 463 ACCOUNTING FOR NONPROFIT ORGANIZATIONS 3 Units
This course is designed to provide students with an in-depth study of accounting for state and local governments, colleges and universities, health-care entities, and voluntary health and welfare organizations.
PREREQ: ACCOUNT 343 AND 2.6 ACCOUNTING MAJOR GPA AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA

ACCOUNT 465 AUDITING 3 Units
This course introduces the student to auditing, attestation, and assurance services. Specific topics include materiality, audit risk, audit evidence, audit planning, AICPA audit standards, professional ethics, and legal liability. Additional topics include sampling, tests of controls and substantive tests, auditing EDP systems, preparing audit reports, and assessing internal control policies and procedures.
PREREQ: ACCOUNT 343 AND 2.6 ACCOUNTING MAJOR GPA AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA

ACCOUNT 466 COST MANAGEMENT II 3 Units
The course emphasizes critical thinking in using accounting information to motivate employees, align employee incentives with the goals of the firm, and evaluate the performance of business unit and business unit managers. The course focuses on using accounting information for internal decision-making, managerial control, performance evaluation, and elements of incentive system design.
PREREQ: ACCOUNT 343, ACCOUNT 356 AND 2.6 ACCOUNTING MAJOR GPA AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.55 COMBINED CUMULATIVE GPA

ACCOUNT 467 FRAUD EXAMINATION 3 Units
This course covers the prevention and detection of fraud with an emphasis on investigation techniques. Course topics include fraud risk factors, internal control assessment and design, fraud scheme-specific red flags, evidence collection and analysis, and interviewing techniques.
PREREQ: ACCOUNT 343 AND 2.6 ACCOUNTING MAJOR GPA AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.56 COMBINED CUMULATIVE GPA

ACCOUNT 480 ACCOUNTING ANALYTICS 3 Units
This course is intended to provide students with an understanding of data analytic thinking and terminology as well as hands-on experience with data analytics tools and techniques. Students should leave this course with the skills necessary to translate accounting and business problems into actionable proposals that they can competently present to managers and data scientists.
PREREQ: ACCOUNT 343 AND 2.6 ACCOUNTING MAJOR GPA AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA
**ACCOUNT 490** WORKSHOP  Repeatable  2 Units  
Group activity oriented presentations emphasizing "hands on" and participatory instructional techniques. Repeatable.  
**PREREQ:** ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION  

**ACCOUNT 491** TRAVEL STUDY  Repeatable  3 Units  
Variable topics. Faculty-led courses abroad.  
**PREREQ:** JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION  

**ACCOUNT 493** INTERNSHIP IN ACCOUNTING  Repeatable  1-6 Units  
An opportunity for selected upperclassman to gain work experience in one of the various areas of accounting practice during a semester or summer. Course includes close faculty-employer coordination and an appropriate written report on the work experience.  
**PREREQ:** ACCOUNT 343 AND 2.6 ACCOUNTING GPA (ACCOUNTING COURSES IN THE MAJOR ONLY)  

**ACCOUNT 496** SPECIAL STUDIES  Repeatable  1-3 Units  
Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable for a maximum of 3 credits in the accounting major and a maximum of 6 credits in the degree.  
**PREREQ:** ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION  

**ACCOUNT 497** EXCHANGE STUDY  Repeatable  1-12 Units  
Variable topics. Repeatable to a maximum of 15 credits.  
**PREREQ:** ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION  

**ACCOUNT 498** INDEPENDENT STUDIES  Repeatable  1-3 Units  
Study of a selected topic or topics under the direction of a faculty member. Repeatable.  
**PREREQ:** STUDENTS MUST HAVE COMPLETED 60 UNITS AND HAVE COMPLETED ACCOUNT 343 AND HAVE CONSENT OF THE INSTRUCTOR  

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**BEINDP 288** CAREER INFORMATION  1 Units  
Offered on a satisfactory/no credit basis only. A presentation of techniques of self-analysis in preparation for the job search. The job search includes resume, cover letter, and interview preparation.  
**PREREQ:** ENGLISH 102 OR ENGLISH 162 OR ENGLISH 105 AND LOWER DIVISION BUSINESS ENROLLMENT REQUIREMENTS  

**BEINDP 290** BUSINESS WRITING  2 Units  
This course will assist students in transitioning from academic writing to business writing. The course will teach students to effectively analyze communication situations and write business documents that are clear, complete, concise, and courteous. Business grammar, writing mechanics, and document format will be covered.  
**PREREQ:** ENGLISH 102 OR ENGLISH 105 OR ENGLISH 162 AND STUDENTS MUST ACHIEVE 24 CREDITS AND MAINTAIN A 2.50 GPA OR BETTER IN ORDER TO TAKE LOWER DIVISION BUSINESS COURSES.  

**BEINDP 293** APPLIED BUSINESS BASICS  Repeatable  3-12 Units  
The purpose of this course is to acquire skills and knowledge relating personal values to customer service, personal empowerment, problem-solving, effective communication, teamwork, time management, cultural sensitivity, and career planning. The Disney Theme Parks and Resorts offer students a learning laboratory where they can live, learn and earn while taking courses and completing assignments related to their work experience.  
**PREREQ:** COMPLETION OF 15 UNITS, 2.0 GPA, ACCEPTANCE INTO THE DISNEY COLLEGE PROGRAM, AND INSTRUCTOR CONSENT  

**BEINDP 296** SPECIAL STUDIES  Repeatable  1-3 Units  
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable for a maximum of 6 credits in major/degree. Consent of instructor required.  

**BEINDP 298** INDEPENDENT STUDY  1-3 Units  
Repeatable for a maximum of 3 credits in major/degree. Department Consent required.  

**BEINDP 305** HEALTH SERVICES SYSTEMS  3 Units  
Healthcare Systems is an overview of the U.S. healthcare system. Emphasis is placed on the function and structure of the system in both the private and public sectors. Federal regulations, e.g. the Affordable Care Act, and the vocabulary necessary to understanding the operation of healthcare system are addressed.  
**PREREQ:** ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION  

**BEINDP 490** WORKSHOP  Repeatable  1-3 Units  
Variable topics. Group activity oriented presentations emphasizing ‘hands on’ and participatory instructional techniques.  

**BEINDP 491** TRAVEL STUDY  Repeatable  1-3 Units  
Variable topics. Faculty-led courses abroad.
BEINDP 493 INTERNATIONAL BUSINESS 
INTERNSHIP Repeatable 1-12 Units
An opportunity for international exchange students to gain work experience in the United States during a semester or summer. Course includes an appropriate written report on the work experience. Repeatable for a maximum of 12 units. Offered on a satisfactory/no credit basis only. Prereq: Consent of the Assistant Dean, College of Business and Economics.
PREREQ: RESTRICTED TO INTERNATIONAL EXCHANGE STUDENTS; ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

BEINDP 497 EXCHANGE STUDY Repeatable 1-12 Units
BEINDP 498 INDEPENDENT STUDY Repeatable 1-3 Units
Repeatable for a maximum of 3 credits in major/degree. Department Consent required.
PREREQ: JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

**Economics Courses**

**ECON 201 PRINCIPLES OF MICROECONOMICS 3 Units**
Consumer and firm behavior. Market supply and demand and the price system. Monopoly and imperfectly competitive market structures. The pricing of factors of production and the distribution of income. Additional topics may include: poverty, growth and development; international trade. Conventional grade basis only if course is required in the College of Business for major.
PREREQ: A GRADE OF C OR BETTER IN EITHER MATH 139 OR MATH 142
UNREQ: ECON 213

**ECON 202 PRINCIPLES OF MACROECONOMICS 3 Units**
The economic problem: allocating scarce resources among alternative uses. The role of the market: supply and demand. The aggregate economy: output, income, employment and inflation. The nature and role of money. The effect of government expenditure and taxation on the economy. Conventional grade basis only if course is required in the College of Business for major.
PREREQ: ECON 201

**ECON 213 ECONOMICS FOR TEACHERS 3 Units**
Price-determination, income-distribution, and resource allocation in the market economy, including profit-making and cooperative business organizations. International trade, economic growth, and the role of government are examined. Satisfies the state teacher certification requirements of instruction in cooperatives.
PREREQ: SOPHOMORE STATUS UNREQ: ECON 201

**ECON 224 BUSINESS STATISTICS 3 Units**
PREREQ: (MATH 143 OR MATH 152 OR MATH 243 OR MATH 250 OR MATH 253) AND LOWER LEVEL BUSINESS REQUIREMENT

**ECON 301 INTERMEDIATE MICROECONOMIC ANALYSIS 3 Units**
PREREQ: ECON 202 AND MATH 243 OR MATH 250 OR MATH 253 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

**ECON 302 INTERMEDIATE MACROECONOMIC ANALYSIS 3 Units**
Measuring the aggregate economy, national income and product accounting, inflation and unemployment. The nature and role of money and interest rates in the macroeconomy. The effects of monetary and fiscal policies on output, employment and inflation in the short and long run. Economic fluctuations and growth.
PREREQ: ECON 202 AND MATH 243 OR MATH 250 OR MATH 253 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

**ECON 345 ECONOMETRICS 3 Units**
The second course in statistics is a course in applied regression analysis with particular emphasis on economic analysis. It begins with a review and extension of descriptive statistics, probability and statistical inference as presented in Business Statistics before going on to a detailed treatment of simple and multiple regression.
PREREQ: ECON 245 AND MATH 243 OR MATH 250 OR MATH 253 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

**ECON 346 DATA MANAGEMENT AND HANDLING 1 Units**
This course introduces students to the use of data handling and data management in Stata. Much of the course will be hands on and will show students how to manage and manipulate data so that it is ready for analysis.
PREREQ: ECON 245 OR EQUIVALENT

**ECON 352 ECONOMICS OF DISCRIMINATION 3 Units**
This course analyzes the experiences of ethnic minorities and women in the United States economy, extending traditional and nontraditional interpretations of economic issues to the unique experiences of these groups. Economic tools will be developed and applied to such topics as: Labor Force Participation; Wage Determination; Occupational Choice and Segregation; Comparable Worth; Poverty; and the Criminal Justice System.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

**ECON 353 ECONOMICS OF LABOR MARKETS AND POLICIES 3 Units**
A study of the demand for and supply of labor with particular emphasis upon: the behavior of labor markets; economic theories of wage determination; labor institutions and their historical evolution; labor-management relations; the effects of public policy.
PREREQ: ECON 201 (FORMERLY 212) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
ECON 354  MONEY AND BANKING  3 Units
The demand for and supply of money in historical perspective including the role of the banking system in the credit creation process. Financial markets, interest rates and economic activity. The Federal Reserve System, monetary policy and the macroeconomy.
PREREQ: ECON 202 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHOM THIS COURSE IS AN OPTION

ECON 356  PUBLIC FINANCE  3 Units
Economic analysis of public sector issues in relation to the overall economy including: market failure and the role of the public sector; the effects of government expenditures, taxation and borrowing on the allocation and distribution of resources; stability of the U.S. economic system.
PREREQ: ECON 201 (FORMERLY 212) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 359  COMPARATIVE ECONOMIC SYSTEMS  3 Units
Study of the modern theories of capitalism and socialism and their variants. Examination of the origin, organization, operation and performance of alternative economic systems. Contemporary economies considered are those of United States, Russia, China, Japan and selected economies from Eastern and Western Europe. Emphasis is on reform/transition efforts in these economies.
PREREQ: ECON 202 (FORMERLY 211) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 360  GROWTH AND DEVELOPMENT IN THE WORLD ECONOMY  3 Units
The historical growth experience of industrialized economies; the challenge of development in Asia, Africa and Latin America; problems of transition in formerly centrally planned economies. Economic growth and structural change; income distribution and poverty; population growth and human resources; international trade, foreign investment and development assistance.
PREREQ: ECON 202 (FORMERLY 211) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 364  THE MICROECONOMICS OF BANKING  3 Units
Understanding and evaluating risk in its various forms is a critical skill in economics. This course will cover institutional details of financial institutions and develop tools to analyze, measure and manage different types of risks associated with these institutions.
PREREQ: ECON 245 AND (MATH 243 OR MATH 250 OR MATH 253) AND ADMISSION TO UPPER DIV AND 2.50 COMBINED CUM GPA FOR BUSINESS MAJORS OR (60 UNITS AND 2.00 COMBINED CUM GPA FOR MINORS/NON-BUSINESS MAJORS) NOT OPEN TO FINANCE MAJORS OR FINANCE MINORS

ECON 401  INTERNATIONAL ECONOMICS  3 Units
The nature, extent and growth of international trade. Comparative advantage as the basis for trade. Distribution of the gains from trade between and within countries. International capital and labor mobility. Growth, technological progress and trade. Tariffs, quotas, subsidies, economic integration. Exchange rates and the balance of payments.
PREREQ: ECON 201 (FORMERLY 212) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 402  BUSINESS CYCLES  3 Units
PREREQ: ECON 202 AND MATH 243 OR MATH 250 OR MATH 253 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 404  HISTORY OF ECONOMIC THOUGHT  3 Units
A study of the development of economic ideas, with emphasis on classical, neo-classical, socialist, Keynesian and institutional schools of thought.
PREREQ: ECON 202 (FORMERLY 211) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 406  INTERNATIONAL FINANCE AND BANKING  3 Units
The monetary dimension of international economics. Balance of payments accounting; exchange rates, prices and interest rates; spot and forward foreign exchange; international financial markets and international banking; exchange rate systems and the role of central banks; open-economy macroeconomics; the international monetary system and current policy issues.
PREREQ: ECON 202 (FORMERLY 211) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 413  ADVANCED ECONOMIC ANALYSIS  3 Units
A survey of fundamental micro and macro economic theory that can be presented as mathematical models. The course emphasizes the use of models in positive economic analysis of areas such as consumer behavior, production, financial markets; and their role in facilitating rigorous analysis and developing testable predictions.
PREREQ: ECON 201 AND 202 AND (MATH 243 OR MATH 250 OR MATH 253 OR CONSENT OF INSTR); ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUS MAJORS OR 60 UNITS AND 2.00 COMBINED CUM GPA FOR MINORS/NON-BUSMAJORS FOR WHICH THIS COURSE IS AN OPTION
ECON 431  ECONOMICS OF GLOBALIZATION  3 Units
The course treats the political economy of trade, foreign investment and multinational corporations; the economic and social consequences of globalization; governments, markets, and the instruments of international economic and industrial policy; the World Trade Organization and recent issues--environmental and labor standards; intellectual property; services trade; the developing nations.
PREREQ: ECON 201 (FORMERLY 212) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.0 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 437  MANAGERIAL ECONOMICS  3 Units
The course uses the tools and techniques of economic analysis to solve managerial problems. The emphasis is on practical applications. Topics: optimization techniques; analysis and estimation of demand and costs of production; market structures and pricing practice.
PREREQ: ECON 201 (FORMERLY 212) AND ECON 245, AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 438  URBAN REGIONAL AND TRANSPORT ECONOMICS  3 Units
The economics of location. Zoning and land use planning. Urban sprawl and the urban/rural periphery. Real estate economics. The urban crisis in the US. The role of the automobile and the highway system. Public policy and the urban environment.
PREREQ: ECON 201 (FORMERLY 212) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.0 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 441  INDUSTRIAL ORGANIZATION AND COMPETITIVE STRATEGIES  3 Units
Application of economic theory and analysis to case studies in American industry in terms of market structure, market conduct, and industry performance. Analysis of the ways business firms and markets are organized and interact, assessment of the outcomes of various types of firm behavior and the performance of markets, and evaluation of the causes and types of market failures.
PREREQ: ECON 201 (FORMERLY 212) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.0 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 442  GAME THEORY  3 Units
Game Theory is the study of interactive decision-making that involves more than one person, each of whom is affected by the decisions of others. This course provides an introduction to the tools and insights of Game Theory accompanied by applications in economics, political science, business, and finance.
PREREQ: ECON 201 AND ADMISSION TO UPPER DIVISION AND 2.5 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.0 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 445  ECONOMICS OF HEALTH CARE  Repeatable  3 Units
Economics of Health Care is concerned with allocation of resources within the health care sector of the U.S. economy. Major topics include production of health care and its distribution across the population. In addition, various measures will be used to establish the relationship between the health care sector and national policy concerns.
PREREQ: ECON 201 (FORMERLY 212) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.0 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 446  ADVANCED ECONOMETRICS  3 Units
Advanced Econometrics introduces students to advanced techniques in modeling. In the course students will study applied methods for model selection, implementation, and inference for cross sectional, time series, and panel data. The major emphasis will be on understanding these models from an intuitive perspective and estimating these using computer programs.
PREREQ: ECON 345 WITH C+ OR BETTER; ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 471  NATURAL RESOURCE AND ENVIRONMENTAL ECONOMICS  3 Units
Markets and the efficient allocation of resources over time. Market failure - property rights, externalities, public goods. Valuation of environmental benefits and costs. Economics of renewable and non-renewable natural resources - land, water, fisheries, forests, energy, minerals. Pollution abatement and environmental protection. Global issues - population, climate change, tropical deforestation, the oceans and atmosphere as global "commons".
PREREQ: ECON 201 (FORMERLY 212) AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.0 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 489  ECONOMICS SENIOR CAPSTONE  3 Units
The Economics Capstone is a course for seniors soon to graduate with an Economics degree. Students will reflect on their previous education and demonstrate proficiency in program learning objectives. Student work will center on the production of a substantial high-quality thesis on a student-chosen topic of economic interest.
PREREQ: ECONOMICs BBA OR BA/BS MAJOR; COMPLETION OF OR CONCURRENT REGISTRATION IN ECON 301, 302, AND 345; SENIOR STATUS; AND CONSENT OF INSTRUCTOR

ECON 490  WORKSHOP  Repeatable  1-3 Units
Variable topics. Group activity oriented presentations emphasizing "hands on" and participatory instructional techniques. Repeatable.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 493  INTERNSHIP IN ECONOMICS  1-3 Units
This is an opportunity for an economics student to gain practical experience in a business, bank, government, non-profit organization before graduation. The experience will supplement the students' academic work in preparation for a career. Instructor Consent required.
PREREQ: ECON MAJORS OR MINORS; ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
ECON 494 SEMINAR IN ECONOMICS  Repeatable  1-3 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member. Repeatable. Instructor Consent required.
PREREQ: JUNIOR STATUS AND AN ECON MAJOR OR MINOR, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 496 SPECIAL STUDIES  Repeatable  1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable for a maximum of 3 credits in the major or 6 credits in the degree.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 497 EXCHANGE STUDY  Repeatable  1-12 Units
Variable topics.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ECON 498 INDEPENDENT STUDY  Repeatable  1-3 Units
Study of a selected topic or topics under the direction of a faculty member. Repeatable. Department Consent required.
PREREQ: JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

Finance Business Law Courses
FNBSLW 101 PERSONAL FINANCE  3 Units
This course is an introduction to personal finance and consumer education. It includes such topics as: personal and household resources; utilizing sources of consumer information and protection; handling the continuous decisions encountered with personal finance relative to goals; financial analysis; understanding insurance, income taxes, banking & borrowing (credit management); housing operation; and saving & investing.
CROSS-LISTED: FNBSLW 101, FNBSLW 101EX

FNBSLW 341 BUSINESS AND COMMERCIAL LAW  3 Units
An introduction to business and the law. Includes topics such as legal systems, court procedure, business torts and crimes, contracts and related areas of the Uniform Commerical Code, government regulation of business, and the ethical and legal rights and duties of individuals and businesses in our society.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 342 ADVANCED BUSINESS AND COMMERCIAL LAW  3 Units
This course provides an advanced study of the law for business or pre-law students, including an examination of the Uniform Commercial Code and the Law of Sales, Negotiable Instruments, Secured Transactions and Documents of Title. This course also includes a study of the Law of Business Entities and Creditor and Debtor Relations.
PREREQ: FNBSLW 341 AND ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 344 BUSINESS FINANCE  3 Units
A study of the various types of investments available, the markets in which they are traded, the techniques used to make sound investment decisions, and the factors which affect those decisions for various types of investors.
PREREQ: ACCOUNT 244; AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS, 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 345 INVESTMENTS  3 Units
A study of the various types of investments available, the markets in which they are traded, the techniques used to make sound investment decisions, and the factors which affect those decisions for various types of investors.
PREREQ: FNBSLW 344, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS, 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 346 FINANCIAL INSTITUTIONS  3 Units
Survey of institutional arrangements through which funds are accumulated and made available to consumers, farmers, business and government. An understanding of the behavior of the non-monetary as well as the money and capital markets is developed.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 360 REAL ESTATE  3 Units
Designed to integrate the theory and practice of real estate operations through a discussion of the following areas: Urban structure and urban growth, the urban economy, appraisal analysis, property development and real estate investments analysis.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 370 ENTREPRENEURIAL FINANCIAL MANAGEMENT  3 Units
A detailed study of the financial management problems confronting small business. This course includes topics such as development of financial plans and controls, financing a business, and working capital management.
PREREQ: FNBSLW 344, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS, 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
FNBSLW 387 INVESTMENT OPERATIONS & SECURITIES
REGULATION 3 Units
This course provides investment instruction in operations, trading, markets and regulation. Content directly mirrors the actual FINRA examination. Primary study topics include Understanding Products and Their Risks; Understanding Trading, Customer Accounts, and Prohibited Activities; Knowledge of Capital Markets; and Overview of Regulatory Framework. At the end of the course material, students will be prepared for the FINRA SIE Examination.
PREREQ: FNBSLW 344, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS, 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 401 ESSENTIALS OF FINANCIAL PLANNING Repeatable 3 Units
This course serves as an introduction to the occupational area of Financial Planning and surveys the following topics: determining financial objectives, formulating investment objectives, tax planning, insurance planning, and retirement and estate planning.
PREREQ: FNBSLW 345 CAN BE TAKEN AS EITHER A PREREQ OR COREQ. ADMISSION TO UPPER DIVISION AND A 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 402 ADVANCED RETIREMENT AND FINANCIAL PLANNING 3 Units
This course is an advanced study of the various disciplines in the financial planning industry, specializing in retirement planning for businesses and individuals. Students will further their understanding of the financial services industry through the exploration of the regulatory environment of the practices of financial planning and its integrated disciplines, such as investments and insurance.
PREREQ: FNBSLW 401 AND SENIOR STANDING

FNBSLW 410 MULTINATIONAL BUSINESS FINANCE 3 Units
Application of financial theory to multinational firms. The course includes an investigation of: determinants of international portfolio and direct investment, management of foreign exchange positions, a survey of the international financial environment, multinational credit institutions and markets and taxation.
PREREQ: FNBSLW 344, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS, 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 420 BANK ADMINISTRATION 3 Units
Commercial banking, principles and practices, comprehensively treated with emphasis on operations and administration, bank services, credit analysis, loan and investment policies, profit planning and control. This course cannot be used to satisfy the MBA degree requirement.
PREREQ: FNBSLW 344 AND FNBSLW 360, AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 430 FINANCIAL FUTURES AND OPTIONS Repeatable 3 Units
A study of financial futures and options. Course topics will include: characteristics of futures and options contracts, how the markets function, the ways in which the instruments are used and why, option valuation models, the cash-futures basis, and regulation.
PREREQ: FNBSLW 345, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 433 CREDITORS' RIGHTS AND BANKRUPTCY 3 Units
This course introduces the concepts of debtor and creditor rights, secured transactions, debt collection, and bankruptcy. It explores the methods by which creditors can seek satisfaction of debt through judicial process or in a debtor's bankruptcy and the methods by which debtors can seek relief from or discharge of debt.
PREREQ: FNBSLW 341 AND ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 434 EMPLOYMENT LAW 3 Units
This course is an overview of employment law and ethical issues involving employer-employee relationships. It includes topics such as the evolving rights, duties, and responsibilities that employees and employers have toward each other and the public; labor-management law and relations; occupational safety and health; hiring, employment contracts, accommodation, leave, and termination.
PREREQ: FNBSLW 341 AND ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 440 WATER LAW 3 Units
Legal and policy issues related to the allocation and protection of freshwater. The right to surface and ground waters in eastern riparian and western prior appropriation systems, public rights in water, federal and Indian water rights, resolving transboundary water conflicts, and environmental law impacts on water rights. Particular attention is paid to Wisconsin and Great Lakes.
PREREQ: ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 442 ESTATES AND TRUSTS 3 Units
A study of the substantive and procedural laws relating to wills, estates, trusts, guardianships, fiduciaries, estate taxation, retirement, and end-of-life planning.
PREREQ: FNBSLW 341 AND ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 443 CORPORATE FINANCIAL MANAGEMENT DECISIONS 3 Units
An advanced study of the requirements for and sources of funds in the business organizations. The course deals with both long and short-term aspects of finance with emphasis placed on analysis and decision making.
PREREQ: B- OR BETTER IN FNBSLW 344, FNBSLW 345, 84 UNITS, RESTRICTED TO STUDENTS WITH MAJOR: FINANCE: WITH AN EMPHASIS IN FINANCE, FINANCIAL PLANNING, INSURANCE, OR REAL ESTATE. ADMISSION TO UPPER DIVISION AND 2.5 COMBINED CUMULATIVE GPA REQUIRED.
FNBSLW 446  INSURANCE  3 Units
Principles of risk and insurance and their applications to business management and personal affairs. Analysis of concepts and methods of handling risks; insurance carriers and contracts; survey of policies for fire insurance, business interruption, liability, automobile, life and health.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 455  CORPORATE GOVERNANCE AND ADMINISTRATIVE LAW  3 Units
Every business activity is affected by the issues of corporate governance and administrative law. This course will examine how modern corporations are governed and to whom they are responsible. The course explores business, financial, political, ethical, and legal issues affecting systems by which corporations are directed and controlled. Students will examine the nature of the corporation, the basic theory of the firm, the internal and external architecture of corporate governance, the role of regulatory authorities, models of corporate governance, principal-agent theory within the corporate context, as well as corporate culture, corruption, management and board compensation, sustainability, and conceptions of social responsibility. The course will focus on both the theoretical and policy implications of corporate governance, including legislation implemented to effect reforms and set new standards in the wake of corporate scandals. Although the central focus of the course is U.S. corporate governance, systems used in other countries and the trend toward international convergence in corporate governance is also examined.
PREREQ: FNBSLW 341 AND ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 456  SECURITY ANALYSIS  3 Units
A detailed examination of the various classes of securities available for investors, and the development of techniques used to reach dependable conclusions as to the safety and attractiveness of a given security at the current market price or at some assumed price.
PREREQ: B- OR BETTER IN FNBSLW 344, FNBSLW 345, 84 UNITS, RESTRICTED TO STUDENTS WITH MAJOR: FINANCE: WITH AN EMPHASIS IN FINANCE, FINANCIAL PLANNING, INSURANCE, OR REAL ESTATE. ADMISSION TO UPPER DIVISION AND 2.5 COMBINED CUMULATIVE GPA REQUIRED.

FNBSLW 457  REAL ESTATE DEVELOPMENT  3 Units
A course covering all phases of the site selection, development, marketing, and business organization. The course deals with both long and short-term leasing, financing, appraising, development of industrial parks, rehabilitation, investment in, management of, zoning and tax factors of industrial and corporate real estate.
PREREQ: FNBSLW 348, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 458  REAL ESTATE INVESTMENTS  3 Units
Examination of investment principles and tax considerations as they apply to real estate, specifically apartment houses, shopping centers, office buildings, urban development and vacant land.
PREREQ: FNBSLW 348, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.

FNBSLW 460  ADVANCED PROPERTY AND CASUALTY INSURANCE  3 Units
Consideration of advanced topics in property and casualty insurance. Among items covered are direct and indirect property coverages, inland marine insurance, liability coverage including its legal foundations, workmen’s compensation, the general liability contract, crime coverages, surety and fidelity bonding and insurance regulation.
COREQ: FNBSLW 446; PREREQ: ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 464  ADVANCED LIFE AND HEALTH INSURANCE AND PENSIONS  3 Units
Consideration of advanced topics in life and health insurance. Among topics covered are principles underlying life insurance, individual life insurance contracts, business uses of life insurance, fixed and variable annuities, individual health coverages, group insurance principles and uses and pensions. Instructor Consent required.
COREQ: FNBSLW 446; PREREQ: ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 472  FINANCIAL ANALYSIS WITH BLOOMBERG, MORNINGSTAR AND EXCEL  3 Units
The purpose of this course is to provide students with hands-on experience using Bloomberg and Morningstar data services, financial analysis and modeling in Excel. Course material will include training on Bloomberg and Morningstar tools and functions, and downloading electronic databases into Excel models to perform financial analysis.
PREREQ: FNBSLW 345, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 484  APPLIED INVESTMENTS  Repeatable  3 Units
Students will gain hands-on experience by managing a real portfolio of securities. After developing a group investment philosophy, they will analyze the current holdings, investigate other alternatives, and make buy and sell decisions as a group. Presentations of the students’ research will be made to an advisory board made up of faculty and investment professionals.
COREQ: FNBSLW 456. PREREQ: ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 490  WORKSHOP  Repeatable  1-3 Units
Variable topics. Group activity oriented presentations emphasizing ‘hands on’ and participatory instructional techniques. Repeatable
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

FNBSLW 491  TRAVEL STUDY  Repeatable  1-3 Units
Variable topics. Faculty-led courses abroad.
PREREQ: JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
**FNBSLW 493  INTERNSHIP  Repeatable  1-3 Units**  
This is an opportunity for a finance student to gain practical experience in a business before graduation. The experience will supplement the students' academic work in preparation for a career in business. Repeatable for a maximum of 3 credits in the major. Department Consent required.  
**PREREQ:** JR STATUS FINANCE, FINANCIAL PLANNING, INSURANCE, OR REAL ESTATE MAJOR, ADMISSION TO UPPER DIVISION BUSINESS COURSES 2.50 FOR BUSINESS MAJORS OR 60 CREDITS 2.00 FOR MINORS/NON-BUSINESS MAJORS WHICH THIS COURSE IS AN OPTION.

**FNBSLW 496  SPECIAL STUDIES  Repeatable  1-3 Units**  
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable for a maximum of 3 credits in the major or 6 credits in the degree.  
**PREREQ:** SENIOR STATUS, CONSENT OF DEPARTMENT CHAIR. ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/ NON-BUSINESS MAJORS FOR WHOM THIS COURSE IS AN OPTION

**FNBSLW 497  EXCHANGE STUDY  Repeatable  1-12 Units**  
Variable topics. Repeatable to a maximum of 15 credits. Prereq: Consent of department

**FNBSLW 498  INDEPENDENT STUDY  Repeatable  1-3 Units**  
Study of a selected topic or topics under the direction of a faculty member. Repeatable.  
**PREREQ:** JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/ NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

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**ITSCM 280  INTRODUCTION TO INFORMATION SYSTEMS  3 Units**  
This course introduces students to information systems, and details how and why they are critical to the functioning of modern organizations. The course provides technological, organizational, and managerial foundations of information, and explains how successful systems are built. Students also learn to develop and use a database system for personal productivity.  
**PREREQ:** 24 CREDITS AND 2.50 COMBINED CUMULATIVE GPA OR PUBLIC POLICY MAJOR

**ITSCM 285  BUSINESS WEB APPLICATION DESIGN  3 Units**  
Students will learn web design and maintenance, graphics development, prototyping, design methodologies, and usability testing. Students are guided through a hands-on, step-by-step process of creating an attractive, well-designed Web site for an enterprise. Also e-business technologies and practices will be overviewed.  
**PREREQ:** SOPHOMORE STATUS LOWER LEVEL BUSINESS REQUIREMENTS

**ITSCM 306  OPERATIONS MANAGEMENT  3 Units**  
The study of contemporary theory, methods and procedures used to manage the production/operations (P/O) function in service and manufacturing organizations. Included is a thorough overview of the qualitative and quantitative methods used by managers in making the decisions needed to effectively and efficiently transform resource inputs into goods and services.  
**PREREQ:** MATH 143 OR MATH 152 OR MATH 243 OR MATH 250 OR MATH 253 AND ECON 245; ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

**ITSCM 310  ENTERPRISE SYSTEMS & BUSINESS PROCESS INTEGRATION  3 Units**  
This course introduces students to enterprise/ERP systems and their importance for business process integration. Managerial and technical issues in planning, designing, and implementing such systems are also discussed. Students have the opportunity of practicing course concepts in an industry used ERP system.  
**PREREQ:** ITSCM 280; ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

**ITSCM 314  DATABASE DESIGN AND ADMINISTRATION  3 Units**  
This course teaches students how to analyze, design and implement a computerized database. It further teaches students how to use a database to answer questions and support analyses. Students learn the basics of administering a database including providing security, performance tuning, backup and recovery, and other administrative tasks.  
**PREREQ:** ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
ITSCM 315 ACCESSIBILITY IN HIGH TECH PRODUCTS AND SYSTEMS 3 Units
The course explores the notion of "accessibility" in products and services in context of its legal, technical, and organizational dimensions. It provides immersion in team design and development efforts and related business plan approaches. It equips students to evaluate and promote efforts pertaining to accessible and inclusive high technology.
PREREQ: SOPHOMORE STATUS, SPECED 201 OR SOCIOLOGY 315 OR POLISCI 331

ITSCM 320 BUSINESS ANALYSIS 3 Units
The basic role of a business analyst is to serve as a liaison between business divisions and the technical staff by translating business goals into information-system requirements and communicating those requirements to the technicians. This course provides students with the knowledge and techniques required to perform this service.
PREREQ: ITSCM 280 AND ADMISSION TO UPPER DIVISION BUSINESS COURSES AND 2.00 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.

ITSCM 331 SYSTEM ADMINISTRATION 3 Units
This course provides in depth coverage of the best practices for administering network systems. Students will be expected to demonstrate an ability to administer network operating systems (NOS) and applications.
PREREQ: ITSCM 180 AND ITSCM 221; ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.

ITSCM 332 NETWORK MANAGEMENT 3 Units
This course provides in depth coverage of the best practices for managing wide area network (WAN) components. Students will be expected to demonstrate an ability to manage network interconnection devices, such as routers and switches. The course will focus on designing appropriate data link (OSI Layer 2) and Internet layer (OSI Layer 3) architectures.
PREREQ: ITSCM 180 AND ITSCM 221; ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 382 VISUALIZATION, INFOGRAPHICS, AND TECHNICAL DOCUMENTATION 3 Units
The course explores data visualization, infographic design, and information presentation methods and technologies, along with technical documentation basics. It equips students to produce and critically evaluate visualization, presentation, and documentation efforts in high-technology contexts. Students are immersed in team design and development as well as case studies of organizational initiatives.
PREREQ: ITSCM 280; ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 384 DATA MINING FOR BUSINESS ANALYTICS 3 Units
This course provides an introduction to the major methods used in the data mining of quantified data including data warehouses and data marts to support business analytics. Students will learn and apply an understanding of classification, association and prediction methods. The role of understanding the data in the context of the organization and its environment will be examined.
PREREQ: ITSCM 180 AND ITSCM 230; ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 385 AGILE PROJECT MANAGEMENT 3 Units
This course is designed to allow students from all disciplines to understand how to manage agile projects. PM presents a methodology for managers to balance their time, cost, risks, resources, and people while ensuring quality goals are built into the project. The genesis of agile PM is covered using live cases and examples.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 410 BUSINESS PROCESS ANALYTICS & MANAGEMENT 3 Units
This course introduces students to the various concepts and techniques in business process analytics and management including modeling, analyzing, discovering and improving business processes. Students will learn to work with business process simulation and analytics software to model, analyze, discover and improve business processes.
PREREQ: ITSCM 310 OR ITSCM 320 OR ITSCM 230; ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUM GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 414 MINING UNSTRUCTURED DATA 3 Units
This course provides an overview of methods used to extract meaning from computer captured data sources beyond the traditional data warehouse. This would include: text mining, web site mining, click stream analysis, social media, external data sources and emerging areas such as mining of photos and sound.
PREREQ: ITSCM 180 AND ITSCM 230; ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUM GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 444 IT SECURITY ANALYTICS 3 Units
Security analytics is imperative to provide traceable and accurate data that IT and security professionals can analyze and present to management for making informed decisions related to the organization's cyber risk. This course introduces security analytics as a platform that is built on data infrastructure to converge user identity, security information and event management, network data flow, and diverse applications.
PREREQ: ITSCM 180, ITSCM 221, ECON 245, ITSCM 314, ITSCM 380; ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
ITSCM 445  QUALITY MANAGEMENT  3 Units
A comprehensive study of contemporary perspectives on Total Quality (TQ) theory and practice applied to operations systems. Includes a thorough discussion of statistical and quality methods including process control, acceptance sampling, and variance reduction. Explores Quality Function Deployment and the customer-focused implications of quality. PREREQ: ITSCM 306, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 450  OPERATIONS PLANNING  3 Units
Study in depth of the planning processes performed in the operations setting integrating the topics of systems modeling, forecasting, production planning, capacity planning, capacity requirements planning, master scheduling, and material requirements planning. Emphasis is on concepts and their application. PREREQ: ITSCM 306, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 451  MANAGING INFORMATION TECHNOLOGY SERVICES  3 Units
This course covers material appropriate for individuals who may be expected to manage IT people and resources. Topics include business continuity planning, developing service level agreements, change management / revision control, capacity planning, impact analysis, testing, communication with vendors, customers and other constituents, and managing IT professionals. PREREQ: ITSCM 221, ITSCM 314, ITSCM 320, AND ITSCM 385; SENIOR STANDING; ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS AND 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 452  INFORMATION ASSURANCE AND SECURITY  3 Units
This course provides an in depth investigation into meeting the security needs of modern IT systems. Students will be expected to demonstrate an ability to establish security policies and configure security devices and software. PREREQ: ITSCM 331 AND ITSCM 332 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 455  LEAN SIX SIGMA: TOOLS AND TECHNIQUES  3 Units
This course is designed for students from all disciplines to develop a basic understanding of Lean and Six Sigma tools and techniques used to improve organizational efficiency. Topics include inventory replenishment systems, process and product design techniques, and continuous improvement tools and techniques. The course’s tools and techniques are applicable across all areas of a business. PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 456  GLOBAL SUPPLY CHAIN MANAGEMENT  3 Units
The course uses a supply chain management framework to study flow of material through global enterprises. The course focuses on sourcing, facility location, production, and distribution of products in a global environment. Specifically, topics include supply chain metrics, supply chain drivers, supply chain risks, and network design/coordination. PREREQ: ITSCM 306, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 457  SUPPLY CHAIN INTEGRATION AND REVIEW  1 Units
In this course students will understand and integrate a body of knowledge related to international supply chain management, metrics, mitigation methods for risk/uncertainty, scheduling and planning, strategic/master planning of resources, customer and supplier relations management and quality and lean manufacturing. PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 460  TRADITIONAL PROJECT MANAGEMENT  3 Units
This course is designed for students from all disciplines to develop a basic understanding of traditional project management. Topics will include planning, scheduling, budget and resource allocation, quality and control, risk management, and stakeholder communication and management. The course is aligned with the PMBOK® Guide. This course may require visiting/working with local firms in setting up such systems. PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 462  PURCHASING MANAGEMENT  3 Units
This course provides an understanding of the business role of purchasing and procurement in relation to both operational and strategic organizational goals. Students will be able to identify alternative terms and conditions of sale, source suppliers and build supplier relationships. In addition, exposure to the bidding and auction process, negotiating with suppliers and total cost of ownership will be provided. PREREQ: ITSCM 306, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 465  GLOBAL OPERATIONS STRATEGY  3 Units
A study of the integration of operations planning, management, and control to create effective operation strategy within a global perspective. Includes a thorough examination of capacity and supply chain management. Also examines the theory of constraints as used to develop strategic competitive advantage. PREREQ: ITSCM 306; ADMISSION TO THE COLLEGE AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.
ITSCM 466 SERVICE AND SUSTAINABLE OPERATIONS 3 Units
Students learn about the problems of producing services, which are compared and contrasted with manufacturing. Students also become familiar with the numerous tools for increasing environmental, financial, and social sustainability throughout supply chains, including suppliers, internal operations, transportation, facilities, customer use, and disposal. These tools include life cycle analysis, project management, design for the environment, and industrial ecology.
PREREQ: ITSCM 306, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 471 INTRODUCTION TO SUPPLY CHAIN ANALYTICS 3 Units
Theory and application of quantitative analytic methods used in operations and supply chain decision situations. Topics include model building, decision theory, deterministic and probabilistic problems, simulation, linear, discrete, non-linear, and dynamic programming.
PREREQ: ITSCM 306

ITSCM 480 MANAGEMENT INFORMATION SYSTEMS 3 Units
Study of the "total systems" concept. Understanding of an integrated information system, employing a computer and data processing equipment for use by management for planning and control purposes. Analysis of actual information systems used in industry and the government. This course may not be used to satisfy Management Computer Systems major requirements.
PREREQ: 75 CREDITS TOWARD DEGREE, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 485 PROJECT Repeatable 1-3 Units
This course provides students with the opportunity to participate on a student project team under the management of a faculty member and industry practitioners. The project will be sponsored by a partnering business firm or organization and may involve a wide array of technologies, functional areas and geographically dispersed teammates. This course will only be offered when projects are available. Students will be carefully chosen through an interview process. The number of credits will be determined by the complexity of the project and the level of student involvement.

ITSCM 490 WORKSHOP Repeatable 1-3 Units
Variable topics. Group activity oriented presentations emphasizing "hands on" and participatory instructional techniques. Repeatable. Consent of Instructor required.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 491 TRAVEL STUDY Repeatable 3 Units
Variable topics. Faculty-led courses abroad.

ITSCM 493 IT INTERNSHIP Repeatable 3 Units
The student is to work as an information technology infrastructure professional in a business or government organization for the prescribe number of hours and report on the experience to the IT faculty and fellow students.
PREREQ: ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.0 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHOM THE COURSE IS AN OPTION

ITSCM 493S SUPPLY CHAIN MANAGEMENT INTERNSHIP 3 Units
This course is a structured-supervised work experience within the area of Supply Chain Management. The internship experience offers the student an opportunity to merge supply chain metrics, scheduling/planning, strategic/master planning, supplier/buyer relations, and/or quality & lean concepts with real-world activities in business, government or the non-profit sector.
PREREQ: ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.0 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHOM THE COURSE IS AN OPTION

ITSCM 495 EMERGING TECHNOLOGIES 3 Units
This course provides students with the opportunity to immerse in new, innovative, and emerging technologies for both individual users and businesses. Students will conduct thorough cost-benefit and assorted front-end analyses and help write or rewrite business plans and/or IT strategic plans based on the needs identified in adopting emerging technologies or starting up a business related to a particular new technological solution. Students will participate on a project team under the management of a faculty member and/or industry professional. This will be a three credit hour elective course for all ITBE majors and minors.
PREREQ: ITSCM 331 AND ITSCM 332 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 496 SPECIAL STUDIES Repeatable 1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable. Consent of Instructor required.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

ITSCM 497 EXCHANGE STUDY Repeatable 1-12 Units
Variable topics. Repeatable to a maximum of 15 credits.

ITSCM 498 INDEPENDENT STUDIES Repeatable 1-3 Units
Study of a selected topic or topics under the direction of a faculty member. Repeatable for a maximum of 3 credits in major/degree. Department Consent required.
PREREQ: SENIOR STATUS, CONSENT OF DEPARTMENT CHAIR. ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHOM THIS COURSE IS AN OPTION

Management Courses
MANGEMNT 201 INTRODUCTION TO ENTREPRENEURSHIP 3 Units
The course focuses on introducing students to the world of entrepreneurship. Students will apply general business concepts to the wide range of challenges facing entrepreneurs. Through experiential learning opportunities, students will apply what they learned to develop a basic plan for a startup business and our new product opportunity.
PREREQ: SOPHOMORE STATUS AND 2.50 COMBINED CUMULATIVE GPA
MANGEMNT 293E  COOPERATIVE/INTERNSHIP IN ENTREPRENEURSHIP  Repeatable  1-3 Units
This course is a constructed supervised work experience within the major area of concentration of the student. The internship experience offers the student an opportunity to merge with actual day-to-day activity in business.
PREREQ: STUDENTS MUST ACHIEVE 24 CREDITS AND MAINTAIN A 2.50 GPA OR BETTER IN ORDER TO TAKE LOWER DIVISION BUSINESS COURSES.

MANGEMNT 298E  INDEPENDENT STUDY IN ENTREPRENEURSHIP  Repeatable  1-3 Units
Repeatable for a maximum of 3 credits in major/degree. Department Consent required.
PREREQ: STUDENTS MUST ACHIEVE 24 CREDITS AND MAINTAIN A 2.50 GPA OR BETTER IN ORDER TO TAKE LOWER DIVISION BUSINESS COURSES.

MANGEMNT 301  ORGANIZATIONAL BEHAVIOR  3 Units
A study of the intraorganizational behavior and attitudes of people in an organizational setting; the organization's effect on perceptions, feelings, and actions; and the consequences of behavior on the organization, particularly how it affects the achievement of the organization's purposes.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 310  ORGANIZATION AND MANAGEMENT  3 Units
A study of the theory and art of management from a decision-making perspective within the context of formal organization. Traces the development of management thought and practice since the Industrial Revolution, including the managerial functions of planning, organizing, and controlling. Includes a discussion of managerially relevant behavioral topics including motivation, group process, leadership and communication. Recommended for students who aspire to managerial careers, both majors and non-majors.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 320  HUMAN RESOURCE MANAGEMENT  3 Units
A study of employee relations from the standpoint of the business firm, including recruitment, selection, placement, training, promotion, discipline, compensation, records, and employee services.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
UNREQ: MANGEMNT 320 AND POLSCI 421

MANGEMNT 321  ENTREPRENEURIAL FAMILY BUSINESSES  3 Units
This course will provide insights into the impact of family businesses on the U.S. economy and critical elements to creating, managing and sustaining multi-generational, entrepreneurial family businesses. Core content exploring advantages and challenges faced by entrepreneurial family businesses will include dynamics of: conflict, negotiation, communication and teamwork, comprehensive strategic planning, effective governance mechanisms and succession planning for entrepreneurial family businesses.
PREREQ: MANGEMNT 201 AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 355  NEGOTIATION STRATEGIES  3 Units
This course will emphasize applied negotiation strategies. By completing several negotiation and conflict management simulations and role-playing exercises throughout the semester, the students will gain a broad knowledge of the central concepts in negotiation and conflict management, and develop a toolkit of useful negotiation skills, strategies, and approaches.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 364  SUSTAINABILITY MANAGEMENT  3 Units
This course provides concepts and methodologies to help businesses manage their operations so that results are sustainable, economically, for people and for the environment. Topics include sustainability goals and controversies inherent to sustainability efforts, organizational and institutional responses, stakeholder analysis, realigning supply chains, and measuring sustainability.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 366  BUSINESS ETHICS & SOCIAL RESPONSIBILITY  3 Units
This course will provide students with an understanding of the relationship of organizations with their stakeholders (e.g., customers, employees, society, etc.) and provide both an exposure to and an understanding of both ethical and unethical behavior. By investigating organizations and their linkages with various environmental entities, students will have a better appreciation of what produces socially responsible behavior.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 369  LEADERSHIP IN MANAGEMENT  3 Units
A theoretical and experiential investigation of leadership theory and practice. Discussion includes relevant aspects of personality and motivation theory as they affect interpersonal processes of influence. Substantial time is devoted to self-assessment and development of personal leadership style and skills.
PREREQ: MANGEMNT 301 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.
MANGEMNT 370  FOUNDATIONS OF NONPROFIT AND NONGOVERNMENTAL ORGANIZATIONS  3 Units
This course introduces the student to nonprofit and nongovernmental organizations and the charitable sector, with emphasis on the U.S. Topics include the scope and historical development of the sector, the theoretical basis for understanding the sector, philanthropic values, and regulatory and resource constraints.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS

MANGEMNT 371  FUNDRAISING FOR CHARITIES  3 Units
This course is a broad introduction to the theories and practices of charitable fundraising. We discuss the fundraising tradition in the U.S., philosophies of giving and asking, theories of donor motivation, and the organizational, legal, and ethical contexts of charitable fundraising. Students are introduced to and gain practice using basic fundraising tools and develop a fundraising plan.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 379  MANAGING VOLUNTEER RESOURCES  3 Units
The effective management of volunteer resources is essential to a nonprofit organization's mission and performance. This course introduces students to theories, research and practice for managing volunteers and paid staff in resource-dependent organizations. The course explores methods of building a human resource infrastructure, developing a strategic HR approach, and challenges in nonprofit HR practice.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 380  BUILDING ENTREPRENEURIAL ORGANIZATIONS  3 Units
This course addresses the key legal, human resource, organizational and regulatory issues associated with starting, scaling, managing, and transitioning new ventures and provides an overview of solutions for responding to them. Attention will be given to critical tasks that must be accomplished for operational and economic success during the discovery, validation and scaling stages of new ventures.
PREREQ: MANGEMNT 201 AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 386  ENTREPRENEURSHIP: BUSINESS FEASIBILITY  3 Units
This course concentrates on identifying and evaluating opportunities that may become the foundation for a new business or non-profit entity. Identification focuses on exploring demographic and societal trends, consumer and industrial needs, technological and knowledge changes. Evaluation involves customer and industry market assessments, potential for intellectual property protection and financial feasibility. Additional consideration will be given to development and resource options.
PREREQ: ACCOUNT 244; MAY NOT BE TAKEN FOR CREDIT BY ENTREPRENEURSHIP MAJORS. ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMB GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.

MANGEMNT 410  INTERNATIONAL MANAGEMENT  3 Units
A study of the concepts, problems, processes and practice of International Management, focused on the Multi-National Corporation (MNC). Management in multi-environments, MNC corporate plans, objectives, strategies, viable organizational structures, MNC social/cultural/ethical issues, and coordinating globally spread out MNC units are emphasized.
PREREQ: MANGEMNT 301 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 419  ORGANIZATIONAL DEVELOPMENT AND CHANGE  3 Units
A study of classical and modern organization development and change in theory and practice. Relationships among theory, design and behavior variables and organizational effectiveness are examined.
PREREQ: MANGEMNT 301 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 425  COMPENSATION MANAGEMENT  3 Units
A detailed study of job analysis, methods of job evaluation, performance appraisal, community wage survey, basic systems and plans of compensating employees, and fringe benefits.
PREREQ: MANGEMNT 320 OR POLISCI 421 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 426  STAFFING  3 Units
A study of the theory and application of methods used in recruiting and selecting employees. This course will include: the legal issues in employment, research in the employment process, the development and use of selection devices, and recruiting applicants for job openings.
PREREQ: MANGEMNT 320 OR POLISCI 421 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MANGEMNT 428 Training and Development 3 Units
The course will emphasize theory of training and development, research to determine needs, types of programs, practicum in conducting a training and development session, and evaluation of programs.
PREREQ: MANGEMNT 320 OR POLISCI 421 OR SENIOR STATUS, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION.

MANGEMNT 429 Employee Benefits 3 Units
Principles and techniques in the Administration of Employee Benefit Programs. The course will include: Planning, implementation, design and evaluation of major employee benefits, such as medical, disability, pension, profit-sharing, government mandated programs and quality of work life plans.
PREREQ: MANGEMNT 320 OR POLISCI 421 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 430 Labor-Management Relations 3 Units
Study of the relationships between management and organized groups of employees, including labor unions and professional associations. Analysis and evaluation of collective bargaining processes and strategies, current bargaining issues, legal regulations of bargaining, negotiations and administration of collective agreements, factors contributing to conflict and methods of settlement.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 478 Seminar in Human Resources 3 Units
A capstone course required of students in Personnel/Human Resources Management. The course will integrate HR subject matter areas through empirical research. Students will utilize their academic preparation, analytical skills, and communication skills to develop a proposal and prepare a research report.
PREREQ: MANGEMNT 320 OR POLISCI 421 (PUBLIC POLICY MAJORS), HR MAJOR OR MINOR AT LEAST 6 UNITS FROM: MANGEMNT 425, MANGEMNT 426, MANGEMNT 428, MANGEMNT 429, MANGEMNT 430, ADMISSION TO UPPER DIVISION 2.5 GPA FOR BUS MAJ, 2.0 AND 60 UNITS FOR HR MIN

MANGEMNT 485 Professional Services Entrepreneurship 3 Units
This course exposes students to some of the opportunities and challenges inherent in starting and managing a professional services consulting organization by providing an opportunity to work with small, growth-oriented companies. Students will engage in consulting projects with firms while being exposed to speakers, readings and professional practice materials pertaining to professionals who provide consulting advice to new firms.
PREREQ: MANGEMNT 201 MARKETNG 311 OR FNBSLW 344 AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 486 Supervisory Management 3 Units
A study of the theories and techniques of general management, organizational behavior, and human relations involved in effective supervisory management. The supervisor's role and the supervisor-subordinate relationship will be analyzed. The skills required for successful supervision will be practiced through small group work, role play and other activities.
PREREQ: MANGEMNT 301 AND 85 CREDITS AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 487 Entrepreneurship New Ventures 3 Units
This course concentrates on how new businesses are started and includes business start-ups, buyouts and franchising. Objectives are understanding entrepreneurs, and seeking and evaluating opportunities for new ventures. This course assesses the development of ideas that might become business opportunities and examines the merit of those ideas. The writing of business plans and the acquisition of resources is included.
PREREQ: MANGEMNT 201 AND (MANGEMNT 321 OR MANGEMNT 380) AND MANGEMNT 485 AND (MARKETNG 400 OR MARKETNG 312) AND MARKETNG 360 AND FNBSLW 370. ONE OF THE COURSES MAY BE REPLACED BY INSTRUCTOR CONSENT. UNREQ: MANGEMNT 386

MANGEMNT 489 Strategic Management 3 Units
This course emphasizes management issues and practices from a top management perspective. Students learn theories and skills relevant to the strategic management of organizations, including the ability to assess the external and internal environments of the organization, strategy formulation and implementation.
PREREQ: SENIOR STANDING, COMPLETION OF COMMUNITY SERVICE REQUIREMENT, COMPLETION OF MANGEMNT 301, ITSCM 306, FNBSLW 341, FNBSLW 344, MARKETNG 311. ADMISSION TO UPPER DIVISION AND 2.5 GPA OR 2.0 GPA AND 60 UNITS FOR MINORS/NON-BUSINESS MAJORS

MANGEMNT 490 Workshop 1-3 Units
Variable topics. Group activity oriented presentations emphasizing 'hands on' and participatory instructional techniques.

MANGEMNT 491 Travel Study Repeatable 1-3 Units
Variable topics. Faculty-led courses abroad. Repeatable for a maximum of 5 credits in major/degree. Department Consent required.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 493 Cooperative/Internship in Management Repeatable 2-3 Units
This course is a constructed-supervised work experience within the major area of concentration of the student. The internship experience offers the student an opportunity to merge with actual day-to-day activity in business. No more than 5 credits will apply toward graduation. Repeatable for a maximum of 5 credits in major/degree. Department Consent required.
PREREQ: JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MANGEMNT 496 SPECIAL STUDIES  Repeatable  1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable for a maximum of 6 credits in major/degree. Consent of instructor required.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 497 EXCHANGE STUDY  Repeatable  1-12 Units
Variable topics.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MANGEMNT 498 INDEPENDENT STUDY  Repeatable  1-3 Units
Repeatable for a maximum of 3 credits in major/degree. Department Consent required.
PREREQ: JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

Marketing Courses
MARKETNG 311 PRINCIPLES OF MARKETING  3 Units
A study of the activities involved in the distribution of goods and services in a system-analysis framework. Examines consumer buying behavior and marketing functions within the firm. Investigates constraints imposed on decision makers and evaluates the performance of marketing in terms of social and economic efficiency.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 312 PRINCIPLES OF SELLING  3 Units
A seminar in the art and science of selling. Examined and probed in depth will be the whys and hows of selling theories, principles, techniques, practices and the basics of sales force management.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 321 MARKETING RESEARCH  3 Units
Methods of planning and carrying out marketing and consumer research studies. Problem formulation, exploratory research, questionnaire construction and design, observational and sampling techniques, conducting surveys, data analysis, reporting, interpretation of findings and implementation of recommendations.
PREREQ: MARKETNG 311 AND ECON 245, AND ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 337 RETAIL MANAGEMENT  3 Units
This class addresses the particular issues related to marketing to ultimate consumers. Particular attention is given to the role of retailing in the economy, retail mathematics, merchandising, technology, and global expansion.
PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 350 INTEGRATED MARKETING COMMUNICATIONS FOR SOCIAL ENTERPRISES  3 Units
Marketing and communications concepts related to planning, implementing, and evaluating integrated marketing communications programs for social enterprises.
PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 351 INTRODUCTION TO DIGITAL MARKETING  3 Units
Technological changes and the "always connected" consumer have forced marketers to evolve. The basics of emerging digital marketing media and related techniques for reaching online consumers across multiple devices including desktop and mobile are covered. Additionally, the course explores digital marketing’s transformative impact on traditional marketing practices and examines digital segmentation, digital marketing around the globe, digital divide, digital privacy, and digital analytics.
PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 352 SOCIAL MEDIA AND CONTENT MARKETING  3 Units
Social media is rapidly changing the marketing landscape. Marketers who previously relied on mass media to broadcast messages are faced with the challenge of interacting with digitally empowered consumers. This course explores the impact of social media and other communications technologies on marketing strategy, marketing communications, and marketing research.
PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 353 ADVANCED DIGITAL MARKETING  3 Units
Digital marketing allows marketers to deliver relevant communications in today's digital world. Strategies behind effective digital marketing efforts are explored with a focus on understanding digital analytics and developing digital content. Emphasis is placed on search engine marketing and digital advertising strategies including SEO and paid search. Developing and implementing a search engine marketing campaign provides hands-on experience.
PREREQ: MARKETNG 311 AND 351, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MKTG 360 ENTREPRENEURIAL MARKETING 3 Units
The course focuses on key marketing strategies relevant for new businesses and/or new product launches. Students will apply marketing concepts to the wide range of business challenges facing entrepreneurs. Through experiential learning opportunities, students will apply what they learned for developing comprehensive entrepreneurial marketing plans.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 361 INTERNATIONAL MARKETING 3 Units
The course provides a critical assessment of global market opportunities and the tactics and strategies for marketing of goods and services across national boundaries. Covered in the course are global marketing environment, modes of market entry, and of managing marketing mix variables in a foreign setting.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 370 EXPERIENTIAL MARKETING 3 Units
Experiential Marketing explores the unique characteristics and strategic approach to creating and marketing immersive customer experiences around brands, events, and other in-person programs. The course utilizes an experiential learning approach to explore marketing activities that create and promote engaging experiences that strengthen customers’ relationships with brands, events, and sponsors.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 371 SPORTS MARKETING 3 Units
Sports Marketing examines marketing strategies used by sports brands to attract and retain fans. Detailed consideration is given to sports as a product and service and managing the development, positioning, and promotion of sports brands. Students will develop a sports marketing plan aligning marketing strategy, sponsorship, and growth strategies.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 372 SERVICES MARKETING 3 Units
Investigates the nature and scope of services and how they are marketed compared to products. Emphasis is given to developing marketing mix strategies to acquire, grow, and retain a loyal customer base. Services marketing is examined in a variety of experiential contexts, including sports, tourism, entertainment, and related industries.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 400 INNOVATION AND TECHNOLOGY MARKETING 3 Units
Analysis of marketing problems encountered in developing and introducing new products, managing existing products, and phasing out obsolete products. Emphasis is placed on the coordination of activities that lead to successful market management of products. Various marketing concepts and problems related to product development and introduction are surveyed and analyzed.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 412 BUSINESS TO BUSINESS MARKETING 3 Units
An intensive examination of the industrial marketing sector. Emphasis is placed on understanding the unique dimensions of the industrial marketing environment and translating this understanding into effective integrated industrial marketing programs. Attention is given to producer, reseller and government markets.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 420 CONSUMER BEHAVIOR 3 Units
Survey of social science theories pertinent to information processing, human behavior, and social interaction. Emphasis is placed on using this information to develop marketing strategies.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 431 SALES MANAGEMENT 3 Units
This course examines sales management from a motivational and an institutional perspective. The goal of the course is to examine the elements of operating an effective sales force as the key component to organizational success. Topics include sales force structure, use of technology and issues in compensating and retaining salespeople.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 442 LOGISTICS 3 Units
Analysis of the problems encountered in the physical movement of goods from the end of production to the consumer. Surveyed in this course are various techniques and methods for analyzing spatial arrangements of markets, plant and warehouse location, inventory systems, selection of carrier alternatives and selection of physical movement channels.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MKTG 444 OMNICHANNEL MARKETING 3 Units
Introduction to omnichannel marketing, including direct mail, lead generation, circulation, loyalty programs, store traffic building, fundraising, pre-selling, post-selling, and research. The interactive nature of omnichannel marketing initiatives that use one or more media to generate a traceable and measurable response from the target audience is emphasized.
PREREQ: MKTNG 311, ADMISSION TO THE UPPER DIVISION
BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS
AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MARKETNG 445  MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE  3 Units
Advancing technology is enabling marketers to create individualized customer relationships in situations where previously such relationships were not possible. This course is designed to increase students' understanding of how technology is used to design and implement marketing strategies. Special attention will be devoted to the application of marketing analytics and artificial intelligence to marketing strategy.
PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 450  SALES NEGOTIATION AND CONFLICT RESOLUTION  3 Units
A combination of art and science, negotiation involves securing agreement between interdependent parties. Topics include analyzing and assessing negotiation scenarios, preparing for a negotiation, power and influence strategies, coalitions, and managing conflict. Role-playing, as a key component of the class, offers students the opportunity to develop their negotiating skills.
PREREQ: MARKETNG 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 460  ENTREPRENEURIAL AND ADVANCED SALES TECHNIQUES  3 Units
Selling is a critical criterion for successful enterprises. This course provides advanced hands-on and practical approaches for selling new products/services, obtaining new customers, launching new enterprises, or for creating relationships in other entrepreneurial selling scenarios. Through video and other technologies, students will present interactive solutions for developing strong customer relationships.
PREREQ: MARKETNG 311, MARKETNG 312 AND ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 465  SALES TEAM PRACTICUM  3 Units
The Sales Team Practicum is designed for students seeking an Emphasis in Professional Sales, a Marketing Minor in Professional Sales, or a Professional Selling Certificate. Students will prepare for participation in regional and International Sales Competitions, plus two internal Competitions. Students will be mentored by marketing faculty in the sales curriculum, experienced student coaches, and business sales professionals
PREREQ: MARKETNG 312 AND EMPHASIS IN PRO SALES, MARKETING MINOR IN PRO SALES, OR PRO SELLING CERT AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 CUM GPA FOR BUS MAJORS OR 60 UNITS AND 2.00 CUM GPA FOR MINORS/NON-BUS MAJORS

MARKETNG 479  MARKETING MANAGEMENT AND POLICIES  3 Units
Organization and coordination of the total marketing program including sales, advertising, credit, marketing research, distribution policies, pricing, sales forecasting and demand analysis. Focus is on firm's ability to adjust to competitive trends and changing market conditions.
PREREQ: MARKETNG 311 MARKETNG 321, SENIOR STATUS, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 491  TRAVEL STUDY  Repeatable  1-3 Units
Variable topics. Faculty-led courses abroad.
PREREQ: JUNIOR STATUS, ADMISSION TO THE UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 493D  INTERNSHIP IN MARKETING - DIGITAL MARKETING EMPHASIS  3 Units
Structured-supervised work experience for students interested in a Digital Marketing Emphasis. Internship experiences offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 493E  INTERNSHIP IN MARKETING - ENTREPRENEURIAL MARKETING EMPHASIS  3 Units
Structured-supervised work experience for students interested in an Entrepreneurial Marketing Emphasis. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

MARKETNG 493I  INTERNSHIP IN MARKETING - IMC EMPHASIS  3 Units
Structured-supervised work experience for students interested in an Integrated Marketing Communication Emphasis. Internships offer students an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETNG 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MARKETING 493S  INTERNSHIP IN MARKETING - SALES EMPHASIS  3 Units
This course is a structured-supervised work experience within the sales function. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETING 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MARKETING 493R  INTERNSHIP IN MARKETING-RETAIL MANAGEMENT EMPHASIS  3 Units
This course is structured-supervised work experience within the retail management function. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETING 311, ADMISSION TO THE COLLEGE AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MARKETING 493ES  INTERNSHIP IN MARKETING - EXPERIENTIAL AND SPORTS EMPHASIS  3 Units
Structured-supervised work experience for students interested in an Entrepreneurial Marketing Experience. The internship experience offers the student an opportunity to merge course work with day-to-day activities in business. Not more than 3 internship credits will apply towards major or minor.
PREREQ: MARKETING 311, ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MARKETING 494  MARKETING SEMINAR  3 Units
Directed reading and research involving group or individual projects in the marketing field. Use of extensive bibliographical and case materials. Class discussion and participation. Concentration in special problem areas of marketing. Seminar papers. Department Consent Required.
PREREQ: SENIOR STATUS, CONSENT OF DEPARTMENT CHAIR, ADMISSION TO UPPER DIVISION AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MARKETING 496  SPECIAL STUDIES Repeatable  1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MARKETING 497  EXCHANGE STUDY Repeatable  1-12 Units
Variable topics.
PREREQ: ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 COMBINED CUMULATIVE GPA FOR BUSINESS MAJORS OR 60 UNITS AND 2.00 COMBINED CUMULATIVE GPA FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION
MARKETING 498  INDEPENDENT STUDY IN MARKETING  1-3 Units
Study of a selected topic or topics under the direction of a faculty member.
PREREQ: SENIOR STATUS AND CONSENT OF DEPARTMENT AND ADMISSION TO THE UPPER DIVISION BUSINESS COURSES AND 2.50 FOR BUSINESS MAJORS; 60 CREDITS AND 2.00 FOR MINORS/NON-BUSINESS MAJORS FOR WHICH THIS COURSE IS AN OPTION

Safety-Occ and Env Sfty Hlth Courses
SAFETY 201  PERSONAL AND PUBLIC SAFETY  3 Units
Presents a systematic account of the foundations of safety to students with little previous knowledge of the subject. It presents the accident problem, philosophical implications, concepts of accident causation and countermeasures, and an overview of specific areas of safety concern: fire, water safety, traffic, disasters, etc.
SAFETY 255  ALCOHOL AND OTHER DRUGS  3 Units
An investigation into the physiological, psychological and sociological problems presented by the use of alcohol and other drugs. Prevention and treatment programs will be examined. Other areas of study will include alcohol and traffic safety, alcohol and other drugs education and employee assistance programs.
SAFETY 375  QUALITY IMPROVEMENT AND PATIENT SAFETY  3 Units
This course is an introduction to quality improvement theories and patient safety principles in the current health care environment. Topics addressed include leadership, organizational change, management and process improvement. Specifically, strategies for creating a high performance culture and infrastructure needed to support patient safety and quality improvement initiatives will be emphasized.
SAFETY 380  INTRODUCTION TO OCCUPATIONAL SAFETY & HEALTH  3 Units
Students will review case studies of historical events, investigate professional OSH organizations, and learn to utilize OSH regulatory and consensus standards websites as an introduction to the basic practice of hazard identification and assessment, control strategies, and basic safety program development.
SAFETY 381  MOTOR FLEET SAFETY  3 Units
An analysis of fleet safety programs and programs. Detailed study of the truck transportation industry, motor carrier responsibilities, federal regulations and safety supervision programs.
PREREQ: SAFETY 380 OR CONSENT OF INSTRUCTOR
SAFETY 382  SAFETY IN THE CONSTRUCTION INDUSTRY  3 Units
This course examines the practices and safety-related problems found in the construction industry. Administrative and organizational issues that impact construction safety programs are examined. Students will be introduced to specific problems and countermeasures for correction through lectures and field experiences. The course provides an overview of applicable OSHA and MSHA standards.
PREREQ: SAFETY 380 OR CONSENT OF INSTRUCTOR
SAFETY 383  INTRODUCTION TO SECURITY  3 Units
A study of the physical, personnel, and informational aspects of the security field. Concepts of these areas will be integrated with safety management concepts and will be discussed in relationship to industrial and business environments.
SAFETY 384 CONSTRUCTION ACCIDENT PREVENTION 3 Units
A combination of principles and practices designed to provide a basis for understanding the nature of accident prevention, health preservation and loss reduction in construction operations. The topics to be examined include federal safety and health regulations, techniques of hazard control, strategies for minimizing injuries and losses, and sources of assistance in resolving safety and health problems.
PREREQ: SAFETY 382 OR SAFETY 582 OR CONSENT OF INSTRUCTOR

SAFETY 388 OCCUPATIONAL SAFETY & HEALTH STANDARDS AND APPLICATIONS 3 Units
This course is designed to provide the student with a comprehensive understanding of occupational safety and health standards and their application for the management of workplace injury prevention and health promotion. Topics to be examined include federal regulations and their interpretations and accident investigation methodologies.
PREREQ: SAFETY 380

SAFETY 420 PRINCIPLES OF ENVIRONMENTAL MANAGEMENT 3 Units
This course addresses the U.S. Environmental Protection Agency (and Wisconsin Department of Natural Resources) regulations and the related management responsibilities of safety, environmental and/or business professionals to ensure compliance with environmental requirements. Areas to be covered: compliance, management systems, managing emissions, waste, discharges, spills & remediation, environmental audits & site assessments, sustainability, ethics, etc.

SAFETY 450 BEHAVIORAL ASPECTS OF ACCIDENT PREVENTION 3 Units
Selected theories of accident causation and countermeasures are studied. Examination of physiological, medical, psychological, and sociological factors which influence behavior, and methods for modifying unsafe behavior.
PREREQ: SOPH ST OR CONS INSTR.

SAFETY 453 FUNDAMENTALS OF ENVIRONMENTAL LAW 3 Units
An examination of federal and state laws with judicial and regulatory interpretations having application to the management of the occupational and environmental safety & health responsibilities of private sector firms in the United States.

SAFETY 468 ERGONOMICS 3 Units
Study of human capabilities and limitations (physical, perceptual and cognitive) as the basis for improving human interactions with products, workstations and jobs. Review of human anatomical, physiological, perceptual and psychomotor characteristics applied to human-machine systems to enhance worker comfort, safety, health and productivity.

SAFETY 471 APPLIED METHODS IN ERGONOMICS 3 Units
Students will study methods and techniques for job and workstation evaluation to identify potential ergonomic hazards that contribute to work-related musculoskeletal disorders. At the conclusion of the course students will be able to select and apply appropriate ergonomics methods and techniques to industry-specific problems.
PREREQ: SAFETY 488/SAFETY 688 OR CONSENT OF INSTRUCTOR

SAFETY 472 ADVANCED INDUSTRIAL ERGONOMICS 3 Units
This course focuses on the specific needs of key industries that present high incidence of work-related musculoskeletal disorders. These industries display specific working conditions with large and diverse workforces. In addition, ergonomic issues of work populations with special needs are also reviewed. The course will involve applied problem solving projects in different work settings.
PREREQ: SAFETY 471/SAFETY 671 OR CONSENT OF INSTRUCTOR

SAFETY 474 FACILITY WATER MANAGEMENT 3 Units
This course will cover water related topics from a facility point of view. Topics to be covered are basic water ecology, drinking water sources, water quality monitoring, facility level water management, facility and municipal level wastewater treatment, basic water related public health issues, stormwater management, and water related regulatory compliance.
PREREQ: CHEM 102

SAFETY 479 PRINCIPLES AND METHODS OF INDUSTRIAL HYGIENE 5 Units
An introduction to the science and art of anticipating, recognizing, evaluating, and controlling the chemical, physical, and biological agents that affect the health and safety of workers. The laboratory provides working knowledge and hands-on experience with equipment for recognizing, analyzing, and evaluating occupational health hazards in industry. One 2.5 hour lecture and one 2.5 hour lab per week.
PREREQ: SAFETY 388, SAFETY 468, AND MAJOR GPA OF 2.5 FOR SAFETY MAJORS COREQ: SAFETY 479

SAFETY 481 ANALYSIS AND DESIGN FOR SAFETY IN INDUSTRIAL OPERATIONS 3 Units
The course reviews interpretations and applications of occupational safety and health standards. Emphasis is placed on local, state, federal and trade standards to numerous applications including materials handling, machine guarding, metalworking, electrical hazards, and flammable liquids. Class visitations to selected industries will be scheduled to assist students in understanding industrial and plant processes and to recognize potential hazards.
PREREQ: SAFETY 388, SAFETY 468, AND MAJOR GPA OF 2.5 FOR SAFETY MAJORS COREQ: SAFETY 479

SAFETY 482 CONSTRUCTION SAFETY MANAGEMENT 3 Units
An examination of the practices of managing occupational safety and health programs in the construction field. The course is designed to provide the student with an understanding of how the regulatory and financial responsibilities of accident prevention, health preservation and loss reduction in construction operations are met.
PREREQ: SAFETY 384 OR SAFETY 584

SAFETY 483 OCCUPATIONAL SAFETY MANAGEMENT 3 Units
Emphasis will be on the organizational and administrative problems that relate to risk assessments, occupational accidents, worker compensation management, safety committees and employee safety training programs. The course is designed for students majoring in the business related areas and future safety professionals who desire to develop an understanding of these management problems as well as applicable solutions.
PREREQ: SAFETY 388 OR CONSENT OF INSTRUCTOR, ONE SEMESTER OF COLLEGE STATISTICS, AND MAJOR GPA OF 2.50

SAFETY 485 FIRE PROTECTION/PREVENTION 3 Units
Control of fire through study of building construction to prevent fire spread, occupancy-hazard relationships, exposure to and from adjacent occupancies, lifesaving aspects, and the development of professional knowledge of flammable gases, liquids, combustible solids, dusts, chemicals, and explosives. Interpretation of appropriate codes will be covered.
PREREQ: CHEM 102 OR ONE SEMESTER OF GENERAL COLLEGE CHEMISTRY OR CONSENT OF INSTRUCTOR
SAFETY 487 PRODUCT SAFETY 3 Units
An analysis of the trends of the product liability problem and the agencies regulating products. Special emphasis will be given to legal theories related to product liability and landmark litigation providing the basis for case law. A substantial portion of the course will be devoted to examining the elements of product safety programming.
PREREQ: SAFETY 380 OR CONSENT OF INSTRUCTOR

SAFETY 489 HAZARDOUS MATERIALS MANAGEMENT 3 Units
This course provides a framework for understanding the nature of hazardous materials and how the risks from such materials may be reduced. The focus is on the properties and characteristics of hazardous materials and the life cycle of hazardous materials (manufacturing/importing, use, storage, transportation, disposal and remediation); emphasizing hazardous material minimization and the best practices of using and handling hazardous materials based on their properties and characteristics.
PREREQ: CHEM 102, AND CHEM 112 OR CHEM 104; OR ONE YEAR OF GENERAL COLLEGE CHEMISTRY; OR CONSENT OF INSTRUCTOR

SAFETY 490 WORKSHOP Repeatable 1-6 Units
Variable topics. Group activity oriented presentations emphasizing ‘hands on’ and participatory instructional techniques.

SAFETY 491 TRAVEL STUDY Repeatable 3 Units
Variable topics. Faculty-led courses abroad.

SAFETY 492 FIELDWORK INTERNSHIP IN SAFETY 12 Units
Offered on a satisfactory/no credit grade basis only. Students are required to secure their own internships. Hosting organizations must have a safety supervisor on-site, and the majority of internship activities be safety-related. Internships need to be pre-approved by the OESH coordinator. Students will be supervised by the organization’s safety manager and an OESH instructor. Interns will document their field experiences.
PREREQ: CONSENT OF COORDINATOR OF FIELD EXPERIENCES, SUCCESSFUL COMPLETION OF ALL DEGREE COURSEWORK WITH A MAJOR GPA OF 2.50 OR HIGHER, AND COMPLETION OF THE COMMUNITY SERVICE REQUIREMENT.

SAFETY 493 AIR POLLUTION EVALUATION AND CONTROL 3 Units
This entry-level course presents a broad overview of the major aspects of air pollution evaluation and control. The course includes information about pollutants, pollutant sources, and effects of pollution on human health and the environment, dispersion of pollutants, measurement and control of emissions, and laws and regulations pertaining to air pollution control.
PREREQ: CHEM 102 AND PHYSICS 130 OR CONSENT OF INSTRUCTOR

SAFETY 496 SPECIAL STUDIES Repeatable 1-3 Units
A course which offers study in special topics in safety which are not regularly included in the curriculum.

SAFETY 497 EXCHANGE STUDY Repeatable 1-12 Units
Variable topics

SAFETY 498 INDEPENDENT STUDY Repeatable 1-3 Units
Study of a selected topic or topics under the direction of a faculty member. May be taken for a maximum of 3 units in major/degree.
PREREQ: CONSENT OF INSTRUCTOR AND JUNIOR STATUS AND OCCUPATIONAL SAFETY MAJOR OR MINOR

Integrated Science-Business Courses
SCIBUS 185 INTRO TO INTEGRATED SCIENCE AND BUSINESS 1 Units
An introduction to Integrated Science and Business, career tracks and career opportunities. This course will feature a program overview plus seminars and readings on different senior level projects integrating science and business. Professional skills, identification of career tracks, and scientific and business communication will be emphasized. One hour lecture per week.

SCIBUS 485 INTEGRATED SCIENCE-BUSINESS SENIOR PROJECT 3 Units
Students will design a senior project in consultation with a pair of faculty, one from science, the other from management, along with a Project Review Panel made-up of other faculty and representatives from the scientific/business community.
PREREQ: SENIOR STATUS, 2.50 GPA FOR BUSINESS MAJORS AND SCIBUS 493 (ISB INTERNSHIP) OR CONSENT OF INSTRUCTOR. CROSS-LISTED: SCIBUS 485 AND BEINDP 485

SCIBUS 490 WORKSHOP Repeatable 1-3 Units
Variable topics. Group activity oriented presentations emphasizing ‘hands on’ and participatory instructional techniques.

SCIBUS 491 TRAVEL STUDY Repeatable 1-3 Units
Variable topics. Faculty-led courses abroad.

SCIBUS 493 SCIENCE-BUSINESS INTERNSHIP 3 Units
The internship is a required course for which students receive credit for work experience outside the university setting. With the assistance of an SBIM advisor, a student will establish an agreement with a laboratory, company, or other appropriate organization concerning the job description and hours.
PREREQ: JUNIOR OR SENIOR STANDING, 2.5 GPA, AND AT LEAST 30 CREDITS TOWARD MAJOR CROSS-LISTED: SCIBUS 493 AND BEINDP 493

SCIBUS 496 SPECIAL STUDIES Repeatable 1-3 Units
Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

SCIBUS 497 EXCHANGE STUDY Repeatable 1-12 Units

SCIBUS 498 INDEPENDENT STUDIES Repeatable 1-3 Units
Study of a selected topic or topics under the direction of a faculty member. Repeatable.