
SCHOOL OF BUSINESS

INFORMATION TECHNOLOGY MANAGEMENT • ACCOUNTING, FINANCE, AND BUSINESS LAW •
MANAGEMENT, MARKETING, ECONOMICS, AND STATISTICS

ADMINISTRATION

DR. THOMAS A. DUKES, *Dean*

DR. DANIEL M. BRANDON, JR., *Chair, Information Technology Management*

DR. LYNN P. KUGELE, *Chair, Accounting, Finance, and Business Law*

DR. JOHN E. MEGLEY III, *Chair, Management, Marketing, Economics, and Statistics*

PROGRAM DIRECTORS

DR. DALE G. BAILS, *Director of The Global Centre*

DR. JOHN E. MEGLEY III, *Director of the M.B.A. Program*

FACULTY

INFORMATION TECHNOLOGY MANAGEMENT

JAMES AFLAKI, *Associate Professor*

B.S., University of District of Columbia; M.S., Ph.D., University of Maryland; MSCE

DANIEL M. BRANDON, JR., *Professor*

B.S., Case Western Reserve University; M.S., Ph.D., University of Connecticut; PMP

LAWRENCE J. SCHMITT, *Professor*

B.B.A., M.B.A., Ph.D., University of Memphis; MSCE

MARGARET R. SCHULTZ, *Assistant Professor*

B.S., University of Toledo; M.B.A., Cleveland State University; Ph.D., University of Memphis

ACCOUNTING, FINANCE, AND BUSINESS LAW

RONALD H. EATON, *Associate Professor*

B.B.A., M.B.A., Memphis State University; Ph.D., University of Arkansas, C.P.A.

LYNN P. KUGELE, *Associate Professor*

B.S., M.S., Memphis State University; M.B.A., Christian Brothers University;
Ph.D., The University of Memphis

HOWARD J. LAWRENCE, *Professor*

B.S., Christian Brothers College; M.B.A., Memphis State University;
Ph.D., The University of Mississippi; C.P.A.; C.M.A.

CLARECE Y. NASH, *Associate Professor*

B.S., Eastern Illinois University; M.A., Ph.D., University of Mississippi, C.P.A.

JAMES PARKER, *Professor*

B.B.A., M.A., J.D., Memphis State University; M.L.T., Emory University

SARAH T. PITTS, *Associate Professor*

B.S., Lenoir Rhyne College; M.B.A., J.D., University of Houston

BEVALEE B. PRAY, C.F.A., *Associate Professor*

B.B.A., M.B.A., University of Central Arkansas; Ph.D., University of Memphis

JUDY A. RAMAGE, *Professor*

B.B.A., Memphis State University; M.S., University of Arkansas;
D.B.A., Nova Southeastern University; C.P.A.

JEFFREY A. SCHULTZ, *Professor*

B.S., M.S., University of Illinois; M.S., Ph.D., Case Institute of Technology

JAMES N. TANSEY, *Professor*

B.B.A., M.B.A., Memphis State University; C.P.A.

MANAGEMENT, MARKETING, ECONOMICS, AND STATISTICS

DALE G. BAILS, *Professor*

B.S.B.A., University of South Dakota; M.A., University of Missouri;
Ph.D., University of Nebraska

ROBERT L. BRITTINGHAM, *Professor*

B.A., St. Mary's College; M.S. in C., Ph.D., St. Louis University

THOMAS A. DUKES, *Professor*

B.S., M.B.A., Northeast Louisiana University; D.B.A., Louisiana Tech University

R. CAYCE LAWRENCE, *Associate Professor*

B.A., St. Meinrad College; M.B.A., Memphis State University;
Ph.D., University of Arkansas

FRANK M. MARION, *Professor*

B.S.Ch.E., South Dakota School of Mines & Technology;
M.B.A., Baldwin Wallace College; D.B.A., Memphis State University; PMP

JOHN E. MEGLEY III, *Professor*

A.B., University of Illinois; B.S.B.A., Christian Brothers University;
M.B.A., Roosevelt University; Ph.D., University of Missouri

PATRICIA T. PAPACHRISTOU, *Professor*

B.A., Trinity College; M.A., Duke University; M.A., M.B.A., Memphis State University

REGINALD PEYTON, *Professor*

B.S., Christian Brothers College; D.B.A., Memphis State University

KRISTIN O. PRIEN, *Assistant Professor*

A.B., Mount Holyoke College; M.B.A., Ph.D., University of Memphis

JAMES T. RHODES, *Associate Professor*

B.S., Morningside College; M.B.A., Memphis State University; C.P.I.M.

ROY H. WILLIAMS, *Professor*

B.S., Delta State University; M.S., University of Mississippi; Ph.D., University of Alabama

DEAN EMERITUS

RAY S. HOUSE

B.S., Union University; M.B.A., Ph.D., University of Mississippi

PROFESSOR EMERITUS

BENJAMIN F. DODDRIDGE

B.S., Memphis State University; M.B.A., Michigan State University

MISSION

Our paramount mission is to equip our students with the knowledge, analytic capability, critical thinking, leadership skills, and ethical moorings essential to successful and responsible business careers in a rapidly changing and technology-driven environment. A second dimension to our mission is to make a meaningful contribution to the growth, developmental, and educational needs of the Mid-South business community as well as the community-at-large by providing intellectual teaching and problem-solving services.

The School of Business offers undergraduate programs with concentrations in Accounting, Economics, Finance, Information Technology Management, Management, and Marketing. These programs afford curriculum flexibility which permits the student, upon graduation, to enter such fields as accounting, management training, sales, marketing, banking, and many areas of information technology systems. In addition, all programs prepare a student for continued education in graduate school.

The School of Business offers a Master of Business Administration (MBA). Please refer to Graduate Program sections of this catalog for information concerning this program.

DEGREE REQUIREMENTS

The Bachelor of Science degree in Business Administration requires students to complete 122 semester credit hours, maintain a 2.0 grade point average overall, maintain a 2.0 GPA in the Business Core, a 2.0 in the Concentration area, and satisfactorily complete all requirements for the degree. In fulfilling the 122 credit hours required for graduation, 61 credit hours (50 percent) must be taken outside the School of Business. Six hours of Statistics and six hours of Economics count as non-business courses. In the case of transfer students, one-half of the upper division major courses (300-400 level) in the Business Core and area of concentration must be taken at Christian Brothers University.

Course Requirements Outside the School of Business (37 S.H.):

English (9 hrs.): ENG 111, 112, and 3 hours of literature. ENG 211, 212, 221, 222, 231, or 232 are accepted.

Fine Arts (3 hrs.): SPCH 125.

Mathematics (6 hrs.): MATH 105 & 106 are recommended; MATH 131 & 112, 131 & 132, 117 & 131, 117 & 106, 117 & 105, 131 & 105 are accepted.

Philosophy (3 hrs.): PHIL 323 is recommended; PHIL 220 or 234 are accepted.

Religious Studies (6 hrs.)



Science (4 hrs.): BIOL 107, 109; NSCI 111, 114, 115, 118, 122 are recommended. All courses require an accompanying laboratory

Social Science (6 hrs.): Courses selected from HIST, POLS, PSYC, SOC.

Course Requirements in the Business Core (39 S.H.):

Accounting (6 hrs.): ACCT 260, 270¹

Business Law (6 hrs.): BLAW 301, 302

Economics (6 hrs.): ECON 211, 212

Finance (3 hrs.): FIN 327

Information Technology (3 hrs.): ITM 153

Management (6 hrs.): MGMT 337, 498

Marketing (3 hrs.): MKTG 311

Statistics (6 hrs.): STAT 221, 222

¹ Accounting majors do not take Accounting 270.

COURSE REQUIREMENTS FOR ACCOUNTING

FRESHMAN YEAR Semester I Credits		Semester II Credits	
ENG 111 English Composition I.....	3	ENG 112 English Composition II	3
MATH 105 Finite Math	3	ITM 153 Microcomputer	3
SPCH 125 Speech Communications.....	3	MATH 106 Applied Math	3
Social Science Elective	3	Social Science Elective	3
Orientation.....	0	Natural Science Elective	4
Total	12	Total.....	16

SOPHOMORE YEAR Semester I Credits		Semester II Credits	
ACCT 260 Financial Accounting	3	ACCT 265 ¹ Intermediate Accounting I... 3	3
ECON 211 Macroeconomics	3	ECON 212 Microeconomics	3
ENG Literature Elective ⁴	3	Non-Business Elective	3
STAT 221 Elementary Statistics	3	STAT 222 Intermediate Statistics	3
Religious Studies Elective	3	Religious Studies Elective	3
Total	15	Total.....	15

JUNIOR YEAR Semester I Credits		Semester II Credits	
ACCT 319 Cost Accounting I	3	ACCT 320 ³ Cost Accounting II	3
ACCT 365 ^{1,2} Intermediate Acct II	3	ACCT 312 ³ Accounting Systems	3
BLAW 301 Business Law I	3	BLAW 302 Business Law II	3
ENG 371 Business Writing	3	PHIL 323 Business Ethics	3
FIN 327 Financial Management I	3	MGMT 337 Prin of Org & Mgmt	3
MKTG 311 Prin of Marketing	3		
Total	18	Total.....	15

SENIOR YEAR Semester I Credits		Semester II Credits	
ACCT 412 ³ Auditing	3	ACCT 431 ³ Federal Income Tax II	3
ACCT 430 ³ Federal Income Tax I	3	ACCT 475 ³ Advanced Accounting II ... 3	3
ACCT 465 ³ Advanced Accounting I	3	MGMT 490 Seminar in Management . 3	3
FIN 427 Financial Management II.....	3	MGMT 498 Business Policy	3
Non-Business Elective	4	Non-Business Electives	3
Total	16	Total.....	15

Total Credits Required for Graduation: 122.

All Accounting majors are required to take an assessment test in the Advanced Accounting II class. This test will become part of your grade in Advanced Accounting II.

¹ A grade of "C" or better in ACCT 265, Intermediate Accounting I, is required to proceed to any 300 level Accounting class.

² A grade of "C" or better in ACCT 365, Intermediate Accounting II, is required to proceed to any 400 level Accounting class.

³ With the exception of ACCT 365, Intermediate Accounting II, all 300 and 400 level Accounting classes are only offered one time per academic year- once in the day and once in the Evening Program.

⁴ Choose from ENG 211, 212, 221, or 222

COURSE REQUIREMENTS FOR ECONOMICS

FRESHMAN YEAR Semester I		Credits	Semester II		Credits
ENG 111 English Composition I.....	3		ENG 112 English Composition II	3	
ITM 153 Microcomputers	3		MATH 106 Applied Math	3	
MATH 105 Finite Math	3		Social Science Elective	3	
SPCH 125 Speech Communications.....	3		Religious Studies Elective	3	
Social Science Elective	3		Non-Business Elective	3	
Orientation.....	0				
Total	15		Total.....	15	

SOPHOMORE YEAR Semester I		Credits	Semester II		Credits
ACCT 260 Financial Accounting	3		ACCT 270 Managerial Accounting	3	
ECON 211 Macroeconomics	3		ECON 212 Microeconomics	3	
ENG Literature Elective ²	3		Non-Business Elective	3	
STAT 221 Elementary Statistics	3		STAT 222 Intermediate Statistics	3	
Natural Science Elective	4		Religious Studies Elective	3	
Total	16		Total.....	15	

JUNIOR YEAR Semester I		Credits	Semester II		Credits
BLAW 301 Business Law I	3		BLAW 302 Business Law II	3	
ECON 303 Money & Banking	3		ECON 344 Inter. Microeconomics	3	
ENG 371 Business Writing	3		FIN 340 Investment Theory	3	
FIN 327 Financial Management I	3		MKTG 311 Principles of Marketing	3	
MGMT 337 Prin of Org & Mgmt.....	3		Non-Business Elective	3	
Total	15		Total.....	15	

SENIOR YEAR Semester I		Credits	Semester II		Credits
ECON 343 Inter. Macroeconomics	3		BLAW 345 Legal Environment of Bus .	3	
ECON 422 Interntl. Trade & Finance ...	3		ECON 420 Managerial Economics	3	
FIN 427 Financial Management II.....	3		ECON 460 Spec Topics in Economics ¹ .	3	
PHIL 323 Business Ethics	3		MGMT 498 Business Policy	3	
Non-Business Elective	3		Free Electives	4	
Total	15		Total.....	16	

Total Credits Required for Graduation: 122.

¹ ECON 400 – Internship in Economics may be substituted for ECON 460.

² Choose from ENG 211, 212, 221, or 222

COURSE REQUIREMENTS FOR FINANCE

FRESHMAN YEAR Semester I		Credits	Semester II		Credits
ENG 111 English Composition I.....	3		ENG 112 English Composition II	3	
ITM 153 Microcomputers	3		MATH 106 Applied Math	3	
MATH 105 Finite Math	3		Social Science Elective	3	
SPCH 125 Speech Communications.....	3		Religious Studies Elective	3	
Social Science Elective	3		Non-Business Elective	3	
Orientation.....	0				
Total	15		Total.....	15	

SOPHOMORE YEAR Semester I		Credits	Semester II		Credits
ACCT 260 Financial Accounting	3		ACCT 270 Managerial Accounting	3	
ECON 211 Macroeconomics	3		ECON 212 Microeconomics	3	
ENG Literature Elective ²	3		Non-Business Elective	3	
STAT 221 Elementary Statistics	3		STAT 222 Intermediate Statistics	3	
Natural Science Elective	4		Religious Studies Elective	3	
Total	16		Total.....	15	

JUNIOR YEAR Semester I		Credits	Semester II		Credits
BLAW 301 Business Law I	3		BLAW 302 Business Law II	3	
ECON 303 Money & Banking	3		ECON 344 Inter. Microeconomics	3	
ENG 371 Business Writing	3		FIN 340 Investment Theory ³	3	
FIN 327 Financial Management I	3		FIN 350 Financial Markets ³	3	
MGMT 337 Prin of Org & Mgmt.....	3		MKTG 311 Principles of Marketing	3	
			Non-Business Elective	1	
Total	15		Total.....	16	

SENIOR YEAR Semester I		Credits	Semester II		Credits
ECON 343 Inter. Macroeconomics	3		BLAW 345 Legal Environment of Bus .	3	
FIN 410 Derivative Securities ³	3		FIN 430 Special Topics in Finance ^{1,3}	3	
FIN 427 Financial Management II ³	3		FIN 437 International Financial Mgmt ³	3	
FIN 440 Portfolio Management ³	3		MGMT 498 Business Policy	3	
PHIL 323 Business Ethics.	3		Non-Business Elective	3	
Total	15		Total.....	15	

Total Credits Required for Graduation: 122.

All Finance majors are required to take an assessment test in their last semester of enrollment.

¹ FIN 400 Internship in Finance or FIN 450-451 Investment Challenge I/II may be substituted for FIN 430.

² Choose from ENG 211, 212, 221, or 222

³ With the exception of FIN 327, Financial Management I, all 300 and 400 level Finance classes are only offered one time per academic year — once in the day and once in the Evening Program.

COURSE REQUIREMENTS FOR INFORMATION TECHNOLOGY MANAGEMENT

FRESHMAN YEAR Semester I		Credits	Semester II		Credits
SPCH 125 Speech Communication	3		ENG 112 English Composition II	3	
ENG 111 English Composition I.....	3		Natural Science Elective	4	
ITM 153 Microcomputer Applications ..	3		MATH 106 Applied Math	3	
MATH 105 Finite Math	3		Social Science Elective	3	
Social Science Elective	3				
Orientation.....	0				
Total	15		Total.....	13	

SOPHOMORE YEAR Semester I		Credits	Semester II		Credits
ACCT 260 Financial Accounting	3		ACCT 270 Managerial Accounting	3	
STAT 221 Elementary Statistics	3		STAT 222 Intermediate Statistics	3	
ECON 211 Macroeconomics	3		ECON 212 Microeconomics.....	3	
ENG Literature Elective ²	3		ITM 292 Telecommunications II	3	
ITM 251 Algorithms/Programming	3		ITM 252 Comp. Logic/Discrete Math	3	
ITM 291 Telecommunications I	3				
Total	18		Total.....	15	

JUNIOR YEAR Semester I		Credits	Semester II		Credits
ITM 255 C/C++ Programming	3		ITM 451 Database Mgmt	3	
BLAW 301 Business Law I	3		BLAW 302 Business Law II	3	
ENG 371 Business Writing	3		ITM Elective ¹	3	
ITM 351 Systems Analysis I	3		Free Elective	3	
MKTG 311 Prin of Marketing	3		MGMT 337 Principles of Org & Mgmt .	3	
			PHIL 323 Business Ethics	3	
Total	15		Total.....	18	

SENIOR YEAR Semester I		Credits	Semester II		Credits
FIN 327 Financial Management	3		ITM 455 Information Tech Mgmt	3	
ITM Elective ¹	6		MGMT 498 Business Policy	3	
Religious Studies	3		ITM Elective ¹	3	
Non-Business Elective	3		Religious Studies Elective	3	
			Free Elective	1	
Total	15		Total.....	13	

Total Credits for Graduation: 122.

¹ ITM electives must be chosen from ITM 280, 352, 456, 457, 458, 470, 480, and 492.

² Choose from ENG 211, 212, 221, or 222

COURSE REQUIREMENTS FOR MANAGEMENT

FRESHMAN YEAR Semester I Credits		Semester II Credits	
SPCH 125 Speech Communication	3	ENG 112 English Composition II	3
ENG 111 English Composition I.....	3	MATH 106 Applied Math	3
MATH 105 Finite Math	3	Social Science Elective	3
ITM 153 Microcomputers	3	Natural Science Elective	4
Social Science Elective	3	Non-Business Elective	3
Orientation.....	0		
Total	15	Total.....	16

SOPHOMORE YEAR Semester I Credits		Semester II Credits	
ACCT 260 Financial Accounting	3	ACCT 270 Managerial Accounting	3
STAT 221 Elementary Statistics	3	STAT 222 Intermediate Statistics	3
ECON 211 Macroeconomics	3	ECON 212 Microeconomics.....	3
ENG Literature Elective ²	3	Non-Business Elective	3
Free Elective	3	Religious Studies.....	3
Total	15	Total.....	15

JUNIOR YEAR Semester I Credits		Semester II Credits	
Religious Studies	3	BLAW 302 Business Law II	3
BLAW 301 Business Law I	3	BLAW 345 Legal Environment	3
FIN 327 Financial Management I	3	MGMT 352 Organizational Behavior ..	3
MGMT 337 Prin of Org & Mgmt.....	3	PHIL 323 Business Ethics.....	3
MKTG 311 Prin of Marketing	3	Management Elective	3
Total	15	Total.....	15

SENIOR YEAR Semester I Credits		Semester II Credits	
ENG 371 Business Writing	3	MGMT 420 International Business	3
MGMT 339 Operations Management ...	3	MGMT 490 Management Seminar	3
MGMT 412 Human Resources Mgmt ..	3	MGMT 498 Business Policy	3
Management Elective ¹	3	Non-Business Elective	3
Free Elective	3	Free Electives	4
Total	15	Total.....	16

Total Credits for Graduation: 122.

Management Majors are strongly encouraged to take courses that will add an international dimension to their background.

¹ Management electives must be chosen from: MGMT 300, 400, 460; MKTG 348, 418, 440.

² Choose from ENG 211, 211, 221, or 222

COURSE REQUIREMENTS FOR MARKETING

FRESHMAN YEAR Semester I		Credits	Semester II		Credits
SPCH 125 Speech Communication	3		ENG 112 English Composition II	3	
ENG 111 English Composition I	3		MATH 106 Applied Math	3	
ITM 153 Microcomputers	3		Social Science Elective	3	
MATH 105 Finite Math	3		Natural Science Elective	4	
Social Science Elective	3		Non-Business Elective	3	
Orientation	0				
Total	15		Total	16	

SOPHOMORE YEAR Semester I		Credits	Semester II		Credits
ACCT 260 Financial Accounting	3		ACCT 270 Managerial Accounting	3	
STAT 221 Elementary Statistics	3		STAT 222 Intermediate Statistics	3	
ECON 211 Macroeconomics	3		ECON 212 Microeconomics	3	
ENG Literature Elective ²	3		Non-Business Elective	3	
Free Elective	3		Religious Studies	3	
Total	15		Total	15	

JUNIOR YEAR Semester I		Credits	Semester II		Credits
Religious Studies	3		BLAW 302 Business Law II	3	
BLAW 301 Business Law I	3		Marketing Elective	3	
FIN 327 Financial Management I	3		MKTG 338 Sales Management	3	
MGMT 337 Prin. of Org & Mgmt	3		MKTG 324 Mktg Research/Intel	3	
MKTG 311 Prin of Marketing	3		PHIL 323 Business Ethics	3	
Total	15		Total	15	

SENIOR YEAR Semester I		Credits	Semester II		Credits
ENG 371 Business Writing	3		MGMT 498 Business Policy	3	
Marketing Electives ¹	3		MKTG 411 Marketing Policy	3	
MKTG 433 Promotional Strategies	3		Marketing Electives ¹	6	
MKTG 344 Consumer Behavior	3		Free Elective	3	
Free Elective	3				
Non-Business Elective	1				
Total	16		Total	15	

Total Credits for Graduation: 122.

Marketing majors are strongly encouraged to take courses that will add an international dimension to their background.

¹ Marketing electives must be chosen from MKTG 300, 348, 400, 418, 440, or 460.

² Choose from Eng 211, 212, 221, or 222.



MINORS IN BUSINESS ADMINISTRATION

All students taking minors in Business Administration are expected to have a working knowledge of the applications of microcomputers. Those who do not are required to take ITM 153, Introduction to Computers and Business Applications.

Minor in Accounting: A minor in Accounting will consist of the following 24 hours: ACCT 260, 265, 319, 320, 365, 430; ECON 211, 212.

Minor in Information Technology Management: A minor in Information Technology Management will consist of the following 21 hours: ITM 251, 252, 351, 451 and three courses selected from ITM 255, 280, 291, 292, 352, 456, 457, 458, 470, 480, and 492.

Minor in Economics: A minor in Economics will consist of the following 24 hours: ECON 211, 212, 303, 343, 344, 420, 422, and 460.

Minor in Finance: A minor in Finance will consist of then following 24 hours: ACCT 260, 270; ECON 211, 212; FIN 327, 340, 427, and one course selected from FIN 350, 410, 430, 437, and 440.

Minor in Business: A minor in Business will consist of the following 18 hours: ACCT 260; ECON 211; FIN 327; BLAW 301 or 345; MGMT 337; and MKTG 311. This minor is for non-business majors only. No Business major can receive this minor.

Minor in Management: A minor in Management will consist of the following 24 hours: ECON 211; MGMT 337, 339, 352, 412, 420, and two courses selected from BLAW 345; MGMT 490; MKTG 348, 440.

Minor in Marketing: A minor in Marketing will consist of the following 24 hours: ECON 211; MKTG 311, 324, 334, 348, and three courses selected from MGMT 420; MKTG 338, 411, 418, 433, 440.