

# SCHOOL OF BUSINESS

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

## ADMINISTRATION

DR. DALE BAILS, *Dean*

DR. SARA PITTS, *Chair, Accounting, Finance & Business Law*

DR. FRANK MARION, *Chair, Management, Marketing, Economics, & Statistics*

## PROGRAM DIRECTOR

DR. M. SCOTT LAWYER, *Director, MBA*

DR. BEVALEE B. PRAY, *Executive Director, Center for Ethical Leadership*

## FACULTY

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### MANAGEMENT, MARKETING, ECONOMICS, & STATISTICS

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## SCHOOL OF BUSINESS

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**PROFESSOR EMERITUS**

HOWARD J. LAWRENCE

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

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**DEAN EMERITUS**

RAY S. HOUSE

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

**MISSION**

The School of Business at Christian Brothers University enacts the Lasallian mission of the University by providing our highly diverse student populations and the local business community with a learning environment that emphasizes teaching, practical scholarship, and the moral, intellectual, and social development of each individual.

**DEGREE REQUIREMENTS**

The School of Business offers two degrees designed to prepare graduates for leadership in the business world. The Bachelor of Science degree, with majors in Accounting and Business Administration, allows students to focus their academic experience on specific career paths in the traditional areas of Accounting, Finance, Management, and Marketing as well as specialized areas such as Sports Management and Human Resources Management. The Bachelor of Arts in Management degree provides students with a solid foundation in the business disciplines and the opportunity to expand their knowledge through an established minor outside the School of Business or the development of a customized sequence of courses under the guidance of faculty advisors.

All degree programs in the School of Business require students to complete 121-122 semester credit hours, maintain a 2.0 GPA overall and a 2.0 in their Business courses. Transfer students must take at least one-half of all upper division business courses (300-400 level) at Christian Brothers University.

For all degree programs in the School of Business, students must demonstrate proficiency in certain basic computer skills early in their course of study. Prior to taking ACCT 260, STAT 221, and/or ITM 231, students must pass either a competency exam or ITM 153. Students opting to take ITM 153 will count the credits among their free electives.

The School of Business has partnered with the School of Engineering to offer the Bachelor of Science in Engineering Management. Students earning this degree must complete 122 hours. See pages 76 and 77.

**COURSE REQUIREMENTS FOR B.S. IN ACCOUNTING**

<b>FRESHMAN YEAR Semester I</b>		<b>Credits</b>	<b>Semester II</b>		<b>Credits</b>
IDS 101 Dimension Faith Citizenship .....	3		ENG 112 English Composition II.....	3	
ENG 111 English Composition I.....	3		Social Science/History Elective.....	3	
MATH 105 Finite Math .....	3		MATH 106 Applied Math .....	3	
SPCH 125 Speech Communications .....	3		Natural Science Elective/Lab .....	4	
Social Science/History Elective.....	3		Religious Studies Elective.....	3	
Orientation .....	0				
<b>Total .....</b>	<b>15</b>		<b>Total .....</b>	<b>16</b>	

<b>SOPHOMORE YEAR Semester I</b>			<b>Semester II</b>		
ACCT 260 Financial Accounting .....	3		ACCT 265 Intermediate Accounting I.....	3	
ECON 214 Microeconomics.....	3		ECON 215 Macroeconomics.....	3	
ENG 211 Intro to Literature I .....	3		STAT 222 Intermediate Statistics .....	3	
STAT 221 Elementary Statistics.....	3		ACCT 270 Managerial Accounting .....	3	
Elective .....	3		ENG 371 Business Writing .....	3	
			PHIL 220 Contemporary Moral Issues .....	3	
<b>Total .....</b>	<b>15</b>		<b>Total .....</b>	<b>18</b>	

<b>JUNIOR YEAR Semester I</b>			<b>Semester II</b>		
ACCT 365 Intermediate Acct II .....	3		ACCT 465 Advanced Accounting .....	3	
ACCT 319 Cost Accounting I.....	3		ACCT 312 Accounting Systems.....	3	
BLAW 301 Business Law I .....	3		BLAW 302 Business Law II .....	3	
FIN 327 Financial Management I .....	3		Religious Studies Elective.....	3	
MKTG 311 Principles of Marketing .....	3		MGMT 352 Organizational Behavior .....	3	
<b>Total .....</b>	<b>15</b>		<b>Total .....</b>	<b>15</b>	

<b>SENIOR YEAR Semester I</b>			<b>Semester II</b>		
ACCT 412 Auditing.....	3		ACCT 431 Federal Income Tax II .....	3	
ACCT 430 Federal Income Tax I .....	3		ACCT 475 Governmental Accounting .....	3	
FIN 427 Financial Management II .....	3		ACCT 480 Financial Statement Analysis .....	3	
Elective .....	3		MGMT 498 Business Policy.....	3	
ACCT 490 Professional Acct. Ethics .....	3				
<b>Total .....</b>	<b>15</b>		<b>Total .....</b>	<b>12</b>	

**Total credits required for the degree 121.**

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

With the exception of Accounting 265 Intermediate Accounting I, all 300 and 400 level Accounting classes are offered only one time per academic year – once in the day and once in the Evening Program.

A grade of “C” or better in ACCT 265 – Intermediate Accounting I – is required to proceed to any 300 level Accounting class.

A grade of “C” or better in ACCT 365 – Intermediate Accounting II – is required to proceed to ACCT 312 or any 400 level Accounting class.

**COURSE REQUIREMENTS FOR B.S. IN BUSINESS ADMINISTRATION**

<b>FRESHMAN YEAR Semester I</b>	<b>Credits</b>	<b>Semester II</b>	<b>Credits</b>
IDS 101 Dimension Faith Citizenship .....	3	ENG 112 English Composition II.....	3
ENG 111 English Composition I.....	3	Social Science/History Elective.....	3
MATH 105 Finite Math .....	3	MATH 106 Applied Math .....	3
SPCH 125 Speech Communications .....	3	Natural Science Elective/Lab .....	4
Social Science/History Elective.....	3	Religious Studies Elective.....	3
Orientation .....	0		
<b>Total .....</b>	<b>15</b>	<b>Total .....</b>	<b>16</b>

<b>SOPHOMORE YEAR Semester I</b>		<b>Semester II</b>	
ACCT 260 Financial Accounting .....	3	ITM 231 Introduction to MIS .....	3
ECON 214 Microeconomics.....	3	ECON 215 Macroeconomics.....	3
ENG 211 Intro to Literature I .....	3	STAT 222 Intermediate Statistics .....	3
STAT 221 Elementary Statistics.....	3	ACCT 270 Managerial Accounting .....	3
Elective .....	3	ENG 371 Business Writing .....	3
		PHIL 220 Contemporary Moral Issues .....	3
<b>Total .....</b>	<b>15</b>	<b>Total .....</b>	<b>18</b>

<b>JUNIOR YEAR Semester I</b>		<b>Semester II</b>	
MGMT 352 Organizational Behavior and Management.....	3	MGMT 420 International Business .....	3
Free Elective.....	3	Free Elective.....	3
BLAW 301 Business Law I .....	3	BLAW 302 Business Law II .....	3
FIN 327 Financial Management I .....	3	Religious Studies Elective.....	3
MKTG 311 Prin of Marketing.....	3	Concentration Elective .....	3
<b>Total .....</b>	<b>15</b>	<b>Total .....</b>	<b>15</b>

<b>SENIOR YEAR Semester I</b>		<b>Semester II</b>	
MGMT 430 Ethical Decision Making in Business.....	3	ECON 420 or FIN 427 .....	3
MKTG 418 Global Supply Chain Management .....	3	MGMT 498 Business Policy.....	3
Free Elective.....	3	Concentration Elective .....	3
Concentration Elective .....	3	Concentration Elective .....	3
Concentration Elective .....	3		
<b>Total .....</b>	<b>15</b>	<b>Total .....</b>	<b>12</b>

**Total credits required for the degree 121.**

**UNDERGRADUATE CONCENTRATIONS IN BUSINESS ADMINISTRATION**

Five courses for each concentration (4+1)

The School of Business offers a unique approach to specializing in specific areas within the business discipline. Students can pursue a concentration in one of the traditional business disciplines (Finance, Management, or Marketing) or in one of the specialty programs such as Human Resources Management, International Business and Sports Management.

In order to complete the BS in Business Administration, students must complete one of the fifteen (15) hour areas of concentration. Each of the concentration areas includes a formal internship/senior project.

**FINANCE**

ECON 344 Intermediate Micro-Economic Theory

FIN 350 Financial Markets and Institutions

FIN 455 Practicum and Project Management

**Two of the following:**

FIN 340 Investments

FIN 410 Derivatives

FIN 427 Financial Management II<sup>1</sup>

FIN 440 Portfolio Management

FIN 480 Financial Statement Analysis

**MARKETING**

MKTG 324 Marketing Research

MKTG 334 Consumer Behavior

MKTG 411 Marketing Policy

MKTG 433 Promotional Strategies

MKTG 455 Practicum and Project Management

**SPORTS MANAGEMENT**

SMGT 410 Management of Sports Industries

SMGT 420 Marketing & Public Relations in Sports

SMGT 430 Sports Industry Law

SMGT 440 Financial Management for Sports Administration

SMGT Practicum/Project Management

**MANAGEMENT**

MGMT 339 Operations Management

MGMT 412 Human Resource Management

MGMT 490 Seminar in Leadership

Upper Division Elective (non-management)

MGMT 455 Practicum and Project Management

**INTERNATIONAL BUSINESS**

ECON 422 International Trade

or FIN 437 International Finance Management

MKTG 438 International Marketing

MGMT 320 International Business

MGMT 495 International Strategy

or MGMT 453 Seminar in Global Business

MGMT 455 Practicum/Project Management

**HUMAN RESOURCES MANAGEMENT**

MGMT 412 Human Resources Management<sup>2</sup>

MGMT 450 Organizational Staffing and Development

MGMT 451 Organizational Reward Systems

MGMT 452 Employee and Labor Relations

MGMT 455 Practicum and Project Management

<sup>1</sup> If student has taken FIN 427 as part of the Business Core, it will not apply to the Concentration. If the student has NOT taken FIN 427 as part of the Business Core, then the student is required to take it as part of the Concentration.

<sup>2</sup> Students with SHRM certification will receive credit for this course.

**COURSE REQUIREMENTS FOR B.A. IN MANAGEMENT**

<b>FRESHMAN YEAR Semester I</b>	<b>Credits</b>	<b>Semester II</b>	<b>Credits</b>
IDS 101 Dimension Faith Citizenship .....	3	ENG 112 English Composition II.....	3
ENG 111 English Composition I.....	3	Social Science/History Elective.....	3
MATH 105 Finite Math .....	3	Free Elective.....	3
SPCH 125 Speech Communications .....	3	Natural Science Elective/Lab .....	4
Social Science/History Elective.....	3	Religious Studies Elective.....	3
Orientation .....	0		
<b>Total .....</b>	<b>15</b>	<b>Total .....</b>	<b>16</b>

<b>SOPHOMORE YEAR Semester I</b>		<b>Semester II</b>	
ACCT 260 Financial Accounting .....	3	ITM 231 Introduction to MIS .....	3
ECON 214 Microeconomics.....	3	ECON 215 Macroeconomics.....	3
ENG 211 Intro to Literature I .....	3	STAT 222 Intermediate Statistics .....	3
STAT 221 Elementary Statistics.....	3	ACCT 270 Managerial Accounting .....	3
Free Elective.....	3	ENG 371 Business Writing .....	3
Specialization Elective .....	3	PHIL 220 Contemporary Moral Issues .....	3
<b>Total .....</b>	<b>18</b>	<b>Total .....</b>	<b>18</b>

<b>JUNIOR YEAR Semester I</b>		<b>Semester II</b>	
MGMT 352 Organizational Behavior and Management.....	3	MGMT 420 International Business .....	3
Free Elective.....	3	Free Elective.....	3
BLAW 301 Business Law I .....	3	BLAW 302 Business Law II .....	3
FIN 327 Financial Management I .....	3	Religious Studies Elective.....	3
MKTG 311 Principles of Marketing .....	3	Specialization Elective .....	3
<b>Total .....</b>	<b>15</b>	<b>Total .....</b>	<b>15</b>

<b>SENIOR YEAR Semester I</b>		<b>Semester II</b>	
MGMT 430 Ethical Decision Making in Business.....	3	ECON 420 or FIN 427.....	3
MKTG 418 Global Supply Chain Management .....	3	MGMT 498 Business Policy.....	3
Free Elective.....	3	Specialization Elective .....	3
Specialization Elective .....	3	Specialization Elective .....	3
Specialization Elective .....	3		
<b>Total .....</b>	<b>15</b>	<b>Total .....</b>	<b>12</b>

**Total credits required for the degree 121.**

**MINORS IN BUSINESS ADMINISTRATION**

Students majoring in disciplines other than Business Administration may seek a Minor in Business Administration or Economics.

**The Minor in Business Administration consists of 21 credit hours of courses typically required for admission to MBA programs.**

**The courses are:**

- Elementary Statistics (STAT 221 or equivalent)
- Microeconomic Theory (ECON 214)
- Financial Accounting (ACCT 260)
- Legal Environment of Business (BLAW 345 preferred; will accept BLAW 301)
- Principles of Marketing (MKTG 311)
- Organizational Behavior and Management (MGMT 352 or PSYC 352)
- Financial Management (FIN 327)

**The minor in Economics consists of 21 credit hours in the following courses:**

- Micro-Economic Theory (ECON 214)
- Macro-Economic Theory (ECON 215)
- Intermediate Micro-Economic Theory (ECON 344)
- Intermediate Macro-Economic Theory (ECON 343)
- International Trade (ECON 422)
- Economics Policy (ECON 450)
- Special Topics in Economics (ECON 460)

**Non-business majors also may earn the International Business Minor, consisting of 18 credit hours from the following courses:**

- International Politics (POLS 113, POLS 370)
- World Religions (RS 379)
- International Management (MGMT 300, MGMT 420)
- Global Marketing (MKTG 418, MKTG 438)
- Global Finance (FIN 437)