

# Programs of Study

## School of Business

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### FACULTY

CASELL, MACGORINE (1992)  
Professor of Business Administration

DAVIS, JIM (2016)  
Coordinator of Management and Marketing  
Assistant Professor of Business Administration

ENGBRETSON, JEAN CPA (2008)  
Professor of Accounting

EDWARDS, GARY (2017)  
Visiting Assistant Professor in Information Systems

FANTASIA, GINA (2011)  
Associate Professor of Business  
Graduate Faculty

FISHER, MARCUS (2015)  
Assistant Professor of Information  
Systems Management

FLOYD, JANET L. (2014)  
Assistant Professor of Business Administration

FRAZER, JASON (2017)  
Instructor of Economics/Finance

GIORCELLI, REBECCA (2005)  
Professor of Information Systems Management  
Graduate Faculty

GODFREY, AMY F. (2012)  
Associate Professor of Economics

HARVEY, RICHARD (1988)  
Interim Provost and VP of Academic Affairs  
Professor of Finance/Business Law  
Graduate Faculty

HINTON, GREGORY T. (1989)  
Professor/Senior Level: Business Law

JACKSON, CLIFF (2017)  
Assistant Professor of Information Systems

KREMER, JOSEPH (2012)  
Associate Professor of Finance  
Graduate Faculty

MATHEW, JESSICA (2015)  
Assistant Professor of Accounting

MUTO, LEISA, CPA (2014)  
Associate Professor of Accounting

OXLEY, TIMOTHY (2008)  
Interim Dean, School of Business  
Vice President for Student Services  
Professor of Business  
MBA Program Director

SURENDRAN, SUNIL (1994)  
Professor of Marketing and Management  
Graduate Faculty

TASKER, ASHLEY (2014)  
Assistant Professor of Business Administration

TUSCAN, AMANDA (2015)  
Academic Success Coordinator

WEAVER, ROBERT C. (1988)  
Associate Professor of Management and Marketing

### INTRODUCTION

The School of Business offers Bachelor of Science Degrees in Accounting, Business Administration, Healthcare Management and Information Systems Management. Concentrations within the Business

Administration degree include: Management, Finance, Business, and Marketing.

School of Business Degree recipients are not required to select a minor field of study, but may do so. Students must consult the Catalog or their advisor when selecting a minor. BSBA 2200 - Economics cannot be substituted for Principles of Macroeconomics (BSBA 2211) in meeting the School's major requirements.

Courses offered by the School of Business may be found under the headings of Accounting, Business, Economics, Finance, Healthcare Management, (Business) Information Systems Management, Management and Marketing. All courses may not be offered each semester; therefore, students are urged to consult with their advisor in course scheduling. Course rotation schedules are available in the Business School office, as well as on its website.

## ACCOUNTING

The accounting curriculum has been designed to offer an integrated educational experience in the sub-disciplines of financial accounting, managerial accounting, taxation, information systems, and auditing. The accounting degree provides students with traditional technical accounting skills, as well as expanded skills in analytical reasoning, problem solving, use of technology, and oral and written communication. Students are prepared to succeed in careers with public accounting firms, corporations, and non-profit organizations.

Individuals applying for licensure in West Virginia must have completed a total of 150 semester hours of post-secondary education and have received a bachelor's degree or higher from a college or university recognized by the West Virginia State Board of Accountancy. The total education program shall include an accounting concentration and business courses defined by the WVSBOA. The 150 credit hour program is available through the School of Business. Students wishing to become licensed Certified Public Accountants should meet with their advisor early in the program to structure course work in compliance with the WVSBOA requirements.

BACHELOR OF SCIENCE IN  
ACCOUNTING 120 SEM. HRS.

Business Core.....45 SEM. HRS.

Accounting Curriculum (see below).....36 SEM. HRS.  
General Studies Requirements (see below) .....33 SEM. HRS.  
Free Electives 6 SEM. HRS.

• Business Core..... 45 SEM. HRS.

BSBA 2201 PRINCIPLES OF ACCOUNTING I ..... 3  
BSBA 2202 PRINCIPLES OF ACCOUNTING II ..... 3  
BISM 2200 BUSINESS INFORMATION TOOLS ..... 3  
BISM 2800 CORPORATE COMMUNICATIONS AND TECHNOLOGY ... 3  
BISM 3200 MANAGEMENT INFORMATION SYSTEMS ..... 3  
BSBA 3306 BUSINESS LAW I..... 3  
BSBA 3310 BUSINESS AND ECONOMIC STATISTICS ..... 3  
BSBA 3320 INTERNATIONAL BUSINESS ..... 3  
BSBA 4415 STRATEGIC MANAGEMENT AND POLICY ..... 3  
BSBA 4420 BUSINESS ETHICS AND CORPORATE ACCOUNTABILITY . 3  
BSBA 2211 PRINCIPLES OF MACROECONOMICS ..... 3  
BSBA 2212 PRINCIPLES OF MICROECONOMICS ..... 3  
BSBA 2221 INTRODUCTION TO FINANCIAL MANAGEMENT ..... 3  
BSBA 2209 PRINCIPLES OF MANAGEMENT ..... 3  
BSBA 2204 PRINCIPLES OF MARKETING ..... 3  
MATH\* 1530 COLLEGE ALGEBRA (OR HIGHER MATH) GENERAL STUDIES

\* Students planning to enter a graduate program in business are strongly encouraged to take MATH 1190 (Calculus I) in lieu of MATH 1530. MATH 1530 also fulfills a general studies requirement.

• Accounting Curriculum ..... 36 SEM. HRS.

Required Courses (36 hrs.)

ACCT 3301 INTERMEDIATE ACCOUNTING I ..... 3  
ACCT 3302 INTERMEDIATE ACCOUNTING II ..... 3  
ACCT 3325 INTERMEDIATE ACCOUNTING III ..... 3  
ACCT 3330 ADVANCED ACCOUNTING I ..... 3  
ACCT 3331 ADVANCED ACCOUNTING II ..... 3  
ACCT 3350 ACCOUNTING INFORMATION SYSTEMS ..... 3  
ACCT 4404 COST ACCOUNTING..... 3  
ACCT 4405 AUDITING..... 3  
ACCT 4406 FEDERAL INCOME TAX ACCOUNTING: INDIVIDUAL ..... 3  
ACCT 4407 FEDERAL INCOME TAX ACCOUNTING:  
PARTNERSHIP AND CORPORATION ..... 3  
ACCT 4410 CASE STUDIES IN ACCOUNTING ..... 3  
BSBA 3307 BUSINESS LAW II ..... 3

• General Studies Requirements:

Outcome 1 - Critical Analysis:

BISM 2200 (Satisfied in Major)..... X

Outcome 2 - Quantitative Literacy:

MATH 1530 or 1430 or higher (Satisfied in Major)..... 3

|   |   |
|---|---|
| Outcome 3 - Written Communication:          |   |
| ENGL 1101 (Institutional Requirement).....  | 3 |
| Outcome 4 - Teamwork:                       |   |
| BSBA 2209 (Satisfied in Major).....         | X |
| Outcome 5 - Information Literacy:           |   |
| ENGL 1102 (Institutional Requirement).....  | 3 |
| Outcome 6 - Technology Literacy:            |   |
| BISM 1200 (PR for BISM 2200).....           | 3 |
| Outcome 7 - Oral Communication:             |   |
| COMM 2202 (preferred) or 2200 or 2201*..... | 3 |
| Outcome 8 - Citizenship:                    |   |
| ANY COURSE LISTED IN OUTCOME 8.....         | 3 |
| Outcome 9 - Ethics:                         |   |
| BSBA 4420 (Satisfied in Major).....         | X |
| Outcome 10- Health:                         |   |
| ANY COURSE LISTED IN OUTCOME 10.....        | 2 |
| Outcome 11- Interdisciplinary:              |   |
| ANY COURSE LISTED IN OUTCOME 11.....        | 3 |
| Outcome 12 - Arts:                          |   |
| ANY COURSE LISTED IN OUTCOME 12.....        | 3 |
| Outcome 13 - Humanities:                    |   |
| ANY COURSE LISTED IN OUTCOME 13.....        | 3 |
| Outcome 14 - Social Sciences:               |   |
| BSBA 2211 (Satisfied in Major).....         | X |
| Outcome 15 - Natural Science:               |   |
| ANY COURSE LISTED IN OUTCOME 15.....        | 4 |
| Outcome 16 - Cultural Awareness:            |   |
| BSBA 3320 (Satisfied in Major).....         | X |
| Additional General Studies Hours:           |   |
| BISM 2800 (WIC - Satisfied in Major).....   | X |

\* Any course(s) marked with an asterisk (\*) above are recommended to complement the program curriculum; however, students may select any other courses from the approved General Studies list.

## BUSINESS ADMINISTRATION

The Bachelors of Science in Business Administration degree provides the graduate with skills and knowledge for employment in a wide variety of contemporary organizations and/or for further study in their field of concentration. Students may choose an area of concentration from Finance, Business, Management, or Marketing

In addition to their concentration curricula, Business Administration students must complete the business core which provides students with knowledge across several functional areas.

Students augment their Business Administration curriculum through completion of the general studies outcomes by taking courses approved to meet each of

the outcomes. Though several business core courses enable a student to also meet some of the outcomes, students may choose courses of interest to them in completing the remaining outcomes.

• Business Core..... 45 SEM. HRS.

|   |   |
|---|---|
| BSBA 2201 PRINCIPLES OF ACCOUNTING I.....                   | 3 |
| BSBA 2202 PRINCIPLES OF ACCOUNTING II.....                  | 3 |
| BISM 2200 BUSINESS INFORMATION TOOLS.....                   | 3 |
| BISM 2800 CORPORATE COMMUNICATIONS AND TECHNOLOGY ...       | 3 |
| BISM 3200 MANAGEMENT INFORMATION SYSTEMS.....               | 3 |
| BSBA 3306 BUSINESS LAW I.....                               | 3 |
| BSBA 3310 BUSINESS AND ECONOMIC STATISTICS.....             | 3 |
| BSBA 3320 INTERNATIONAL BUSINESS.....                       | 3 |
| BSBA 4415 STRATEGIC MANAGEMENT AND POLICY.....              | 3 |
| BSBA 4420 BUSINESS ETHICS AND CORPORATE ACCOUNTABILITY..    | 3 |
| BSBA 2211 PRINCIPLES OF MACROECONOMICS.....                 | 3 |
| BSBA 2212 PRINCIPLES OF MICROECONOMICS.....                 | 3 |
| BSBA 2221 INTRODUCTION TO FINANCIAL MANAGEMENT.....         | 3 |
| BSBA 2209 PRINCIPLES OF MANAGEMENT.....                     | 3 |
| BSBA 2204 PRINCIPLES OF MARKETING.....                      | 3 |
| MATH* 1530 COLLEGE ALGEBRA (OR HIGHER MATH) GENERAL STUDIES |   |

\* Students planning to enter a graduate program in business are strongly encouraged to take MATH 1190 (Calculus I) in lieu of MATH 1530. MATH 1530 also fulfills a general studies requirement.

• General Studies Requirements:

|   |   |
|---|---|
| Outcome 1 - Critical Analysis:                        |   |
| BISM 2200 (Satisfied in Major).....                   | X |
| Outcome 2 - Quantitative Literacy:                    |   |
| MATH 1530 or 1430 or higher (Satisfied in Major)..... | 3 |
| Outcome 3 - Written Communication:                    |   |
| ENGL 1101 (Institutional Requirement).....            | 3 |
| Outcome 4 - Teamwork:                                 |   |
| BSBA 2209 (Satisfied in Major).....                   | X |
| Outcome 5 - Information Literacy:                     |   |
| ENGL 1102 (Institutional Requirement).....            | 3 |
| Outcome 6 - Technology Literacy:                      |   |
| BISM 1200 (PR for BISM 2200).....                     | 3 |
| Outcome 7 - Oral Communication:                       |   |
| COMM 2202 (preferred) or 2200 or 2201*.....           | 3 |
| Outcome 8 - Citizenship:                              |   |
| ANY COURSE LISTED IN OUTCOME 8.....                   | 3 |
| Outcome 9 - Ethics:                                   |   |
| BSBA 4420 (Satisfied in Major).....                   | X |
| Outcome 10- Health:                                   |   |
| ANY COURSE LISTED IN OUTCOME 10.....                  | 2 |

|  |   |
|--|---|
| Outcome 11- Interdisciplinary:             |   |
| ANY COURSE LISTED IN OUTCOME 11 .....      | 3 |
| Outcome 12 - Arts:                         |   |
| ANY COURSE LISTED IN OUTCOME 12 .....      | 3 |
| Outcome 13 - Humanities:                   |   |
| ANY COURSE LISTED IN OUTCOME 13 .....      | 3 |
| Outcome 14 - Social Sciences:              |   |
| BSBA 2211 (Satisfied in Major) .....       | X |
| Outcome 15 - Natural Science:              |   |
| ANY COURSE LISTED IN OUTCOME 15 .....      | 4 |
| Outcome 16 - Cultural Awareness:           |   |
| BSBA 3320 (Satisfied in Major) .....       | X |
| Additional General Studies Hours:          |   |
| BISM 2800 (WIC - Satisfied in Major) ..... | X |

\* Any course(s) marked with an asterisk (\*) above are recommended to complement the program curriculum; however, students may select any other courses from the approved General Studies list.

## ECONOMICS

The Bachelors of Science in Business Administration with concentration in Economics prepares the graduates for careers in many areas including public policy and finance. This degree can be used to study industry trends, labor markets, the prospects for individual companies, and the factors that drive the economy. This degree program attracts analytical students with interest in the economy, how society allocates resources, the impact of investments, public policy, and demographics.

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: ECONOMICS**  
120 SEM. HRS.

|                                  |              |
|----------------------------------|--------------|
| Business Core                    | 45 SEM.HRS.  |
| Economics Curriculum (see below) | 21 SEM.HRS.  |
| General Studies Requirements     | 33 SEM HRS.  |
| Free Electives                   | 21 SEM HRS.  |
| Economics Curriculum             | 21 SEM. HRS. |

Required Courses (12 hrs)

|   |   |
|---|---|
| ECON 3350 Managerial Economics .....        | 3 |
| ECON 3340 Public Economics .....            | 3 |
| ECON 3310 Intermediate Macroeconomics ..... | 3 |
| ECON 4410 Game Theory .....                 | 3 |

Elective Courses: (9 hrs)

(Select 9 out of 24 hours)

|   |   |
|---|---|
| FINC 3307 Personal Finance .....                        | 3 |
| FINC 3384 Bank Management .....                         | 3 |
| POLI 2207 Public Budgeting an& Government Finance ..... | 3 |
| POLI 3302 State and Local Government .....              | 3 |
| GEOG 3350 Economic Geography .....                      | 3 |
| GEOG 3315 Urban Geography .....                         | 3 |

## FINANCE

The Finance curriculum is designed to prepare students for a career path in the financial services industries, as well as for careers in corporate finance functions. Students are exposed to the concepts of financial analysis and financial decision making and their application. Students completing the B.S. in Business Administration degree with a concentration in finance will be able to compete with graduates of most colleges and universities for positions as account managers, bankers, credit directors, equity traders, sales managers, risk managers and financial managers.

**BACHELOR OF SCIENCE IN BUSINESS**

|                                      |               |
|--------------------------------------|---------------|
| ADMINISTRATION: FINANCE .....        | 120 SEM. HRS. |
| Business Core .....                  | 45 SEM. HRS.  |
| Finance Curriculum (see below) ..... | 21 SEM. HRS.  |
| General Studies Requirements .....   | 33 SEM. HRS.  |
| Free Electives                       | 21 SEM. HRS.  |

• Finance Curriculum .....

Required Courses (21 hrs.)

|  |   |
|--|---|
| BSBA 3307 BUSINESS LAW II .....                        | 3 |
| FINC 3307 PERSONAL FINANCE .....                       | 3 |
| FINC 3350 INVESTMENTS .....                            | 3 |
| FINC 3384 BANK MANAGEMENT .....                        | 3 |
| FINC 3385 ANALYZING FINANCIAL STATEMENTS .....         | 3 |
| FINC 4410 MANAGERIAL FINANCE .....                     | 3 |
| FINC 4412 PC APPLICATIONS FOR MANAGERIAL FINANCE ..... | 3 |

## BUSINESS

The Business concentration is designed to give students a fundamental understanding of the substance and context of business in a world that is continually changing. Students are exposed to a diversified background in the various disciplines necessary for achieving success in the business arena. This concentration is flexible so that students may tailor their programs to particular interests. It gives

students a fundamental understanding of the substance and context of business in a highly competitive and dynamic environment. Graduates are prepared to secure positions in insurance companies, banks, retail businesses, personnel and human resource departments, government services, and/or manage their own businesses.

**BACHELOR OF SCIENCE IN BUSINESS**

**ADMINISTRATION: BUSINESS**

(General emphasis) ..... 120 SEM. HRS.  
 Business Core ..... 45 SEM. HRS.  
 General Curriculum (see below) ..... 18 SEM. HRS.  
 General Studies Requirements ..... 33 SEM. HRS.  
 Free Electives 24 SEM. HRS.

- General Curriculum ..... 18 SEM. HRS.

This emphasis is flexible so that students may tailor their programs to their particular interests. With guidance from a faculty advisor and approval by the Dean of the Business School, students will determine a program of 18 credit hours of 3000 or 4000 level business courses that will fulfill their needs and objectives.

**MINOR IN BUSINESS ..... 21 SEM. HRS.**

This minor is available to NON-BUSINESS majors only.

**Required Courses**

BSBA 2201 PRINCIPLES OF ACCOUNTING I ..... 3  
 BSBA 3306 BUSINESS LAW I ..... 3  
 BSBA 2200 ECONOMICS ..... 3  
 BSBA 2221 INTRODUCTION TO FINANCIAL MANAGEMENT ..... 3  
 BSBA 2209 PRINCIPLES OF MANAGEMENT ..... 3  
 BSBA 2204 PRINCIPLES OF MARKETING ..... 3  
 MGMT 3350 SMALL BUSINESS MANAGEMENT ..... 3

**MANAGEMENT**

The B.S. in Business Administration management concentration fosters the notion that every organization needs a leader, who is competent and able to make effective decisions concerning organizational resources, goals, and plans. This program is intended to give students the skills necessary to design, operate, and control business systems and procedures. Coursework is geared toward building student understanding of the social, legal, environmental, technological, organizational and international context within which American

businesses operate. The numerous management electives allow students to emphasize human resource or business management.

Graduates typically enter an organization in various capacities and eventually move up to middle and top management positions with increasing responsibility. Some of the industries which typically hire graduates with a concentration in management include agriculture, forestry, mining and construction industries, manufacturing industries, transportation, communications and utilities, wholesale and retail trade businesses, state, local and federal governmental units.

**BACHELOR OF SCIENCE IN BUSINESS**

**ADMINISTRATION: MANAGEMENT ..... 120 SEM. HRS.**

Business Core ..... 45 SEM. HRS.  
 Management Curriculum (see below) ..... 21 SEM. HRS.  
 General Studies Requirements ..... 33 SEM. HRS.  
 Free Electives ..... 21 SEM. HRS.

- Management Curriculum ..... 21 SEM. HRS.

**Required Courses (15 hrs.)**

MGMT 3308 HUMAN RESOURCE MANAGEMENT ..... 3  
 MGMT 3390 ORGANIZATIONAL BEHAVIOR ..... 3  
 MGMT 4402 ORGANIZATIONAL CHANGE & DEVELOPMENT ..... 3  
 MGMT 4405 OPERATIONS MANAGEMENT ..... 3  
 OR MGMT 4409 QUANTITATIVE MANAGEMENT ..... 3  
 BSBA 3330 EMPOWERING LEADERSHIP ..... 3

**Electives (6 hrs.)**

Select 6 hours from the following list:

BSBA 2299 SPECIAL TOPICS  
 BSBA 3399 SPECIAL TOPICS  
 BSBA 3307 BUSINESS LAW II ..... 3  
 ECON 3350 MANAGERIAL ECONOMICS ..... 3  
 MGMT 3350 SMALL BUSINESS MANAGEMENT .....  
 MGMT 3371 EMPLOYEE RELATIONS ..... 3  
 MGMT 3372 HR SELECTION AND EVALUATION ..... 3  
 MGMT 3500 PROJECT MANAGEMENT ..... 3  
 MKTG3305 SUPPLY CHAIN MANAGEMENT ..... 3  
 MGMT 4400 ORGANIZATIONAL THEORY AND DESIGN ..... 3

## MARKETING

The Marketing program is designed to develop graduates who possess a strong foundation for many career choices, by offering courses in marketing management, advertising, salesmanship, marketing research, consumer behavior, and supply chain management and new product decisions. The program integrates the marketing training with other relevant disciplines (accounting, management, finance, and economics) to assure that students have the combination of skills that meet management requirements for today's marketing activities. Students completing the B.S. in Business Administration with a concentration in marketing will be able to compete with graduates of most colleges and universities for positions as account supervisors, creative directors, advertising and sales managers, circulation managers, fundraising consultants, marketing directors, marketing program managers, brand managers and product managers.

### BACHELOR OF SCIENCE IN BUSINESS

|                                       |               |
|---------------------------------------|---------------|
| ADMINISTRATION: MARKETING .....       | 120 SEM. HRS. |
| Business Core .....                   | 45 SEM. HRS.  |
| Marketing Curriculum (see below)..... | 18 SEM. HRS.  |
| General Studies Requirements .....    | 33 SEM. HRS.  |
| Free Electives                        | 24 SEM. HRS.  |

- Marketing Curriculum .....18 SEM. HRS.

#### Required Courses (6 hrs)

|          |                           |   |
|----------|---------------------------|---|
| MKTG3340 | MARKETING RESEARCH.....   | 3 |
| MKTG4450 | MARKETING MANAGEMENT..... | 3 |

#### Electives (12 hrs.)

(Select 12 out of 16 hours)

|          |                                       |   |
|----------|---------------------------------------|---|
| MKTG3400 | SALESMANSHIP & SALES MANAGEMENT ..... | 3 |
| MKTG3305 | SUPPLY CHAIN MANAGEMENT.....          | 3 |
| MKTG3310 | CONSUMER BEHAVIOR .....               | 3 |
| MKTG3320 | ADVERTISING AND SALES PROMOTION.....  | 3 |
| MKTG3500 | NEW PRODUCT DECISIONS .....           | 3 |

## HEALTHCARE MANAGEMENT

This is a comprehensive program, which is designed to provide health professionals with the education to become administrators in health care agencies. The curriculum is directed toward developing the management, problem- solving,

finance, and interpersonal skills that are necessary for careers in a variety of health care organizations. An additional intent of the program is to provide career advancement opportunities for those who are already employed in health care organizations.

To be eligible for admission to the Bachelor of Science Program in Healthcare Management, a student must have an associate degree in a healthcare field from an accredited college. Requirements include General Studies courses, degree requirements, and a core curriculum, which encompasses accounting, management, problem solving, and healthcare-related courses.

Students wishing to enroll in Healthcare Management courses are encouraged to complete the General Studies requirements and required support courses prior to enrolling in the HCMG courses.

### BACHELOR OF SCIENCE IN HEALTHCARE MANAGEMENT .120 SEM.HRS.

|  |                          |
|--|--------------------------|
| General Studies Requirements .....                     | 36-37 SEM. HRS.          |
| Allied Health Healthcare Management/Support Curriculum | 34 SEM. HRS. (see below) |
| Associate Degree Credits .....                         | 35 SEM. HRS.             |
| Electives  | 14-15 SEM. HRS.          |

- Healthcare Management Curriculum.....4 SEM. HRS.

#### Required Support Courses (18 hrs.)

|      |   |   |
|------|---|---|
| BISM | 1200 INTRO TO COMPUTING.....              | 3 |
| BISM | 2800 CORP COMM AND TECHNOLOGY.....        | 3 |
| BSBA | 2201 PRINCIPLES OF ACCOUNTING I .....     | 3 |
| BSBA | 2209 PRINCIPLES OF MANAGEMENT .....       | 3 |
| MGMT | 3308 HUMAN RESOURCE MANAGEMENT .....      | 3 |
| MGMT | 3390 ORGANIZATIONAL BEHAVIOR .....        | 3 |
| BSBA | 3310 BUSINESS & ECONOMIC STATISTICS ..... | 3 |
|      | -OR-                                      |   |
| PSYC | 2240 STATISTICS .....                     | 3 |
|      | -OR-                                      |   |
| MATH | 1530 APPLIED STATISTICS.....              | 3 |

#### Required Healthcare Management Courses (13 hrs.)

|      |   |   |
|------|---|---|
| HCMG | 3301 HEALTHCARE ORGANIZATION .....                                | 3 |
| HCMG | 3302 MANAGEMENT PROBLEMS OF THE HEALTHCARE DELIVERY SYSTEMS ..... | 3 |
| HCMG | 3372 LEGAL AND MEDICAL ETHICS .....                               | 3 |
| HCMG | 4401 ALLIED HEALTH PRACTICUM AND SEMINAR .....                    | 3 |

- General Studies and Support Course Requirements  
Outcome 1 - Critical Analysis

|  |     |
|--|-----|
| ENGL 1102* or any other choice .....               | 3   |
| Outcome 2 - Quantitative Analysis                  |     |
| Any choice .....                                   | 3-4 |
| Outcome 3 - Written Communication                  |     |
| ENGL 1101 (Institutional Requirement).....         | 3   |
| Outcome 4 - Teamwork                               |     |
| BSBA 2209 (Satisfied in Major).....                | X   |
| Outcome 5 - Information Literacy                   |     |
| ENGL 1102 (Institutional Requirement).....         | X   |
| Outcome 6 - Technology Literacy                    |     |
| BISM 1200 (Satisfied in Major).....                | X   |
| Outcome 7 - Oral Communication                     |     |
| COMM 2202 (Satisfied in Major) .....               | X   |
| Outcome 8 Citizenship                              |     |
| Any choice .....                                   | 3   |
| Outcome 9- Ethics                                  |     |
| COMM 2200 (Satisfied in Major) .....               | X   |
| Outcome 10- Health and Well-being                  |     |
| Any choice .....                                   | 2-5 |
| Outcome 11 Interdisciplinary and Lifelong Learning |     |
| Any choice .....                                   | 3-4 |
| Outcome 12 - Fine Arts                             |     |
| Any choice (3 credits required).....               | 3   |
| Outcome 13 - Humanities                            |     |
| Any choice .....                                   | 3   |
| Outcome 14 - Social Studies                        |     |
| Any choice .....                                   | 3   |
| Outcome 15 - Natural Sciences                      |     |
| Any choice .....                                   | 4   |
| Outcome 16 - Cultural Awareness and Human Dignity  |     |
| Any choice .....                                   | 3   |
| Additional General Studies Hours:                  |     |
| ALLH 4401 (WIC - Satisfied in Major) .....         | X   |

\* Any course(s) marked with an asterisk (\*) above are recommended to complement the program curriculum; however, students may select any other courses from the approved General Studies list.

## INFORMATION SYSTEMS MANAGEMENT

The Information Systems Management degree provides an academic program that balances business management principles and the tools and technologies of computerized information systems. The areas of study include the functional areas of business, computer hardware and operating systems, network architecture and management, programming concepts, database management techniques, e-commerce and web development strategy, systems analysis and design, and project management.

Students completing the B.S. in Information Systems Management degree will be able to compete for positions related to Information Systems (IS), Information Technology (IT), and Business. Specific job titles may include: IS and IT consultants, information systems managers, database and software consultants, logistics managers, system or project managers, and network support services.

### BACHELOR OF SCIENCE IN INFORMATION

SYSTEMS MANAGEMENT ..... 120 SEM. HRS.  
Information Systems Management  
Curriculum (see below)..... 63 SEM. HRS.  
General Studies Requirements ..... 42 SEM. HRS.  
Free Electives 18 SEM. HRS.

- Information Systems Management  
Curriculum 63 SEM. HRS.

#### Required Courses (63 hrs.)

|   |   |
|---|---|
| BSBA 2201 PRINCIPLES OF ACCOUNTING I .....                | 3 |
| BSBA 2202 PRINCIPLES OF ACCOUNTING II .....               | 3 |
| BISM 2200 BUSINESS INFORMATION TOOLS .....                | 3 |
| BISM 2400 OPERATING SYSTEMS CONCEPTS.....                 | 3 |
| BISM 2600 INTRODUCTION TO NETWORKING ADMINISTRATION....   | 3 |
| BISM 2800 CORPORATE COMMUNICATIONS AND TECHNOLOGY ...     | 3 |
| BISM 3000 BUSINESS PROGRAMMING LOGIC.....                 | 3 |
| BISM 3200 MANAGEMENT INFORMATION SYSTEMS .....            | 3 |
| BISM 3400 DATABASE DESIGN AND DEVELOPMENT .....           | 3 |
| BISM 3600 E-COMMERCE AND WEB DEVELOPMENT STRATEGY .....   | 3 |
| BISM 3800 OBJECT-ORIENTED BUSINESS APPLICATIONS .....     | 3 |
| BISM 4200 SYSTEMS ANALYSIS AND DESIGN.....                | 3 |
| BISM 4800 INFORMATION SYSTEMS PROJECT MANAGEMENT .....    | 3 |
| BSBA 4420 BUSINESS ETHICS & CORPORATE ACCOUNTABILITY..... | 3 |
| BSBA 3306 BUSINESS LAW I.....                             | 3 |
| BSBA 3310 BUSINESS AND ECONOMICS STATISTICS.....          | 3 |
| BSBA 2211 PRINCIPLES OF MACROECONOMICS .....              | 3 |
| GENERAL STUDIES   |   |
| BSBA 2212 PRINCIPLES OF MICROECONOMICS .....              | 3 |
| BSBA 2221 INTRODUCTION TO FINANCIAL MANAGEMENT .....      | 3 |
| BSBA 2204 PRINCIPLES OF MARKETING .....                   | 3 |
| BSBA 2209 PRINCIPLES OF MANAGEMENT .....                  | 3 |
| MGMT 3500 PROJECT MANAGEMENT                              |   |
| MATH1530 COLLEGE ALGEBRA (OR HIGHER MATH)                 |   |

- General Studies Requirements:

Outcome 1 - Critical Analysis:  
BISM 2200 (Satisfied in Major)..... X  
Outcome 2 - Quantitative Literacy:

|   |   |
|---|---|
| MATH 1530 or 1430 or higher (Satisfied in Major)..... | 3 |
| Outcome 3 - Written Communication:                    |   |
| ENGL 1101 (Institutional Requirement).....            | 3 |
| Outcome 4 - Teamwork:                                 |   |
| BSBA 2209 (Satisfied in Major).....                   | X |
| Outcome 5 - Information Literacy:                     |   |
| ENGL 1102 (Institutional Requirement).....            | 3 |
| Outcome 6 - Technology Literacy:                      |   |
| BISM 1200* .....                                      | 3 |
| Outcome 7 - Oral Communication:                       |   |
| COMM 2202 (preferred) or 2200 or 2201* .....          | 3 |
| Outcome 8 - Citizenship:                              |   |
| ANY COURSE LISTED IN OUTCOME 8 .....                  | 3 |
| Outcome 9 - Ethics:                                   |   |
| BSBA 4420 (Satisfied in Major) .....                  | X |
| Outcome 10- Health:                                   |   |
| ANY COURSE LISTED IN OUTCOME 10 .....                 | 2 |
| Outcome 11- Interdisciplinary:                        |   |
| ANY COURSE LISTED IN OUTCOME 11 .....                 | 3 |
| Outcome 12 - Arts:                                    |   |
| ANY COURSE LISTED IN OUTCOME 12 .....                 | 3 |
| Outcome 13 - Humanities:                              |   |
| ANY COURSE LISTED IN OUTCOME 13 .....                 | 3 |
| Outcome 14 - Social Sciences:                         |   |
| BSBA 2211 (Satisfied in Major) .....                  | 3 |
| Outcome 15 - Natural Science:                         |   |
| ANY COURSE LISTED IN OUTCOME 15 .....                 | 4 |
| Outcome 16 - Cultural Awareness:                      |   |
| ANY COURSE LISTED IN OUTCOME 16 .....                 | 3 |
| Additional General Studies Hours:                     |   |
| BISM 2800 (WIC - Satisfied in Major).....             | X |

\* Any course(s) marked with an asterisk (\*) above are recommended to complement the program curriculum; however, students may select any other courses from the approved General Studies list.