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# College of Business

<http://www.cob.ohio.edu/>

Copeland Hall

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Dean

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To schedule an appointment  
with an academic advisor from  
the Office of Student Services,  
call 740.593.2000.

**The College of Business provides a distinctive learning environment that actively engages students, faculty, and the business community in developing the knowledge and skills needed for success in today's complex, global economy.**

**This learning environment results in graduates who possess: a) the ability to apply a holistic, integrated approach to business problems; b) the communication, leadership, team and technological skills needed to succeed in their business careers; c) an understanding of how to work with people from other cultures and to operate effectively in other countries and d) an understanding of the social responsibilities of corporations and the ability to evaluate the ethical dimensions of decision-making.**

**The academic departments offer major fields of study in accounting, business prelaw, finance, general business, human resource management, international business, management, management information systems, and marketing. A major in business economics is also available.**

**The College of Business has been an accredited member of the AACSB—The Association for the Advancement of Collegiate Schools of Business since 1950.**

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## Advisory Committees

The Executive Advisory Board of the College of Business, the formal external arm of the college, serves as a representative of the business community at large. The board is a group of professionals, managers, and executives who review and advise the college on activities necessary to accomplish college missions from the perspective of the business community. The board meets with the dean, faculty, and students twice a year to give advice on college programs. Members are often on campus to speak to student organizations or classes and to participate in special college programs. The board is extremely helpful to the college's continuing efforts to maintain excellence in education for future business leaders.

The Society of Alumni and Friends of the College of Business, made up of graduates, friends, and former students of the college, functions as the alumni relations arm of the college. Since 1982 this society has provided innovative and meaningful alumni involvement in sponsorship, planning and support, alumni awards, recruitment, etc. The 12-member board of directors of the society formally meets on the Athens campus twice a year and initiates yearly alumni receptions in many other cities.

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## Honorary and Professional Organizations

The College of Business seeks to improve the quality of its programs and provide educational development opportunities for its students through its honorary and professional organizations.

Beta Gamma Sigma, the national scholarship society founded in 1913 to encourage and reward scholarship and accomplishment among students of business administration, has an active chapter at Ohio University. Beta Alpha Psi is a national accounting honorary that elects its members on the basis of scholastic achievement in accountancy courses.

Students also are encouraged to participate in student professional organizations, including Alpha Kappa Psi, a professional business fraternity; Alpha Upsilon chapter of Delta Sigma Pi, a professional business fraternity; Phi Alpha Delta, a national prelaw fraternity; Phi Gamma Nu, a professional business fraternity; Gamma Iota Sigma, an insurance fraternity; the Accounting Club; the American Marketing Association; the Association of Collegiate Entrepreneurs; the Association of Information Technology Professionals; Black Student Business Caucus; Christian Business Leaders; COB Connect (alumni relations); the Financial Management Society; the International Business Society; the Management Science Society; the Society for Advancement of Management; the Society for Human Resource Management; X-Sell (professional sales); and the M.B.A. Student Association.

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## Career Resources

The College of Business offers an internship program to assist students in securing practical experience during their college career. In today's job market, recent graduates are expected to have job-related experience. Internships are available for all College of Business majors, and undergraduates

can earn academic credit for career-related job experience. Multiple internships are encouraged.

The Career Resources Office of the College of Business encourages organizations to interview students on campus and works in partnership with the Ohio University Office of Career Services to refer resumes to interested employers. Many companies seeking interns or offering full-time positions partner with the College. Company representatives offer professional development seminars and workshops, and participate in class projects and student organization programs. A small sampling of participating companies includes: Cardinal Health, AT&T Network Systems, The Handleman Company, Philip Morris, Progressive Insurance, University Directories, Bisys Fund Services, Enterprise Rent a Car, JC Penney, Wal-Mart, Ford Motor Company, American Electric Power, Wachovia Corporation, Wells Fargo, Cohen & Company, American Management Systems, Bank One, Deloitte & Touche, Ernst & Young, J.M. Smucker Company, KPMG, National City Corporation, Nationwide Insurance, PriceWaterhouseCoopers, Procter & Gamble, Cintas, CDW, and EDS. In addition, the College hosts an Internship Fair each year. There have been a growing number of companies expressing interest in our students and attending the fair.

Students and employers are encouraged to contact Angela Anderson, Assistant Dean for Career Resources, at 740.593.2009 or andersoa@ohio.edu for more information.

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### International Experiences

The Center for International Business Education and Development offers international opportunities for students in the College of Business. The **Global Competitiveness Program** offers several opportunities during the first summer session in 2004, including locations in Dijon, France; Leipzig, Germany; Thessaloniki, Greece; Ancona, Italy; Pécs, Hungary; Wuhan, China; Tartu, Estonia; Aalborg, Denmark; Pau, France; and Győr, Hungary. Students in these programs earn 12 credit hours from various courses in business. Highlights include consulting projects with area firms and the opportunity to experience local cultures.

#### London Program

Another program offered by the Center for International Business Education and Development during first summer

session each year is the London Program. Students in this program earn 8 credit hours. This program is open to students across the University.

For more information, contact the director, Center for International Business Education and Development, Copeland Hall 514C, telephone 740.593.2021, fax 740.593.1388, e-mail cibed@ohio.edu.

#### International Exchange Programs

The College of Business has exchange programs with Amsterdam School of Business, the Netherlands; University of Limburg, Belgium; Sup de Co Rennes, France; Sup de Co Clermont, France; Helsinki School of Economics, Finland; University of Vaasa, Finland; Asturias Business School, Spain; and Kiel University, Germany. Students at the junior and senior level may spend a semester or a year (two semesters) at one of these schools and receive credit for core and elective business courses in the Ohio University curriculum.

Language requirements vary, as many courses are taught in English.

Tuition is paid directly to Ohio University at current rates. You pay your own living costs (travel, room, board, books, insurance, personal needs, etc.).

For more information, contact the director, Center for International Business Education and Development, Copeland Hall 514C, telephone 740.593.2021, fax 740.593.1388.

For additional information about education abroad, refer to "Office of Education Abroad" in the "University-Wide Academic Opportunities" section.

You may receive credit for other overseas programs offered by Ohio University or other U.S. colleges after making arrangements with your advisor and the College's Office of Student Services.

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### Global Leadership Center

For information about the Global Leadership Center, refer to the program description in the College of Communication section or visit <http://www.ohio.edu/glc/>.

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### Enrollment Policies

#### Freshman Policy

Freshmen will be admitted into the college on a selective basis. Normally, you will need to be in the top 20 percent of your high school class with a strong college preparatory curriculum. You are expected to have above-average ACT or SAT scores, and also have demonstrated leadership potential through participa-

tion in extracurricular activities or work experience. Members of groups that are historically underrepresented in business will receive special consideration.

#### Transfer Policy

Any student considering transfer to the College of Business is strongly encouraged to contact the College's Office of Student Services as early as possible. You must be enrolled in the College before your senior year to allow for the College's 48-hour residency requirement. You must earn at least 50 percent of the business credit hours required for the business degree at Ohio University.

#### Transferring from Within Ohio University

There are two conditions under which you are eligible to be considered for transfer into the College of Business. One condition is that you have completed ECON 103, ECON 104, MATH 163A, and ENG 151, 152, or 153 and have a cumulative g.p.a. of 3.0 or higher. The second condition is that you have a cumulative g.p.a. of 2.75–2.99 and a minimum 3.0 g.p.a. in the four courses listed above.

Applications for transfer into the College will be accepted each spring quarter. The College admissions committee reviews applications once per year at the close of spring quarter. Successful applicants will be admitted to the College during the summer. The transfer application is available online at the following URL: <http://www.cob.ohiou.edu/advising/transferinsideou.htm>.

Applicants who meet the minimum requirements as described above are generally able to be admitted into the College. In the event that we have more transfer applications than we have available, transfer decisions will be made on a selective basis.

#### From Outside Ohio University

Admission to the College of Business from an educational institution outside of Ohio University is *selective*. Application is made through the Ohio University Office of Admissions. To be eligible for consideration, applicants must have completed courses equivalent to each of the following four courses (ECON 103, ECON 104, ENG 151, 152, or 153, MATH 163A) and have a minimum cumulative grade point average of 3.0 (on a 4.0 scale) from a four year college or university. Students transferring from two-year schools must have completed these courses and hold a minimum cumulative g.p.a. of 3.2.

**On-line Transfer Application**

To apply from within Ohio University, complete the on-line CoB transfer application (only available May 1st–31st), at the following URL:

<http://www.cob.ohiou.edu/advising/transferapplication/>

**Once You Have Applied:**

Applications will be reviewed after spring quarter grades have been recorded, which is around June 15 each year. Decision letters will be mailed to whatever address you listed on your application around July 15th.

To transfer from another university, submit the standard documents required by the Office of Admissions. You will be notified as early as possible of the admission decision.

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**Freshman Drop Policy, Academic Probation, and Dismissal**

In addition to the University regulations listed in the Academic Policies and Procedures section, the college has established probation and drop regulations.

**Freshman Drop Policy**

Any freshman admitted to the College of Business on the Athens campus during the fall quarter who has earned less than a 2.5 accumulative g.p.a. after his or her first three academic quarters will be dropped from the College of Business.

Grades will be reviewed at the end of spring quarter. Freshmen with an accumulative g.p.a. that is less than 2.5 at that time will have a “hold” put on their academic records, making them unable to register for future classes until they transfer out of the College of Business and into another Ohio University college for which they are eligible.

Students should realize that if they are dropped from the College of Business, the prospect of transferring back into the College is unlikely. This is due to the high level of interest and the limited number of positions available to transfer students.

Note: COB freshmen who earn a fall quarter g.p.a. of less than 2.75 will be required to attend an academic success workshop.

**College Probation and Dismissal**

At the close of a quarter in which your accumulative g.p.a. falls below a 2.0, you will be placed on college probation. You will remain on college probation until your accumulative g.p.a. is

above 2.0, but for no longer than two quarters. If you have not raised your accumulative g.p.a. to at least 2.0 after two quarters of college probation, you will be dismissed from the College of Business. If you are dismissed from the College of Business with a g.p.a. based on these college probation standards, but do not qualify for academic dismissal under the University standards, you may be able to transfer into another college within Ohio University. At that time the Ohio University standards for University-level academic probation and dismissal will apply.

It is important to be aware that the minimum academic standards for the College of Business are at a higher level than the minimum academic standards for Ohio University. Please familiarize yourself with the University policy for academic probation and dismissal, which can be found in the Academic Policies and Procedures section of this catalog.

**Retaking a Core Course**

You will be limited to three attempts at the college’s core courses. If you have made three unsuccessful attempts at a required core course, you will be notified that you have been dropped from the college.

To attempt a course is to be enrolled long enough for the course to appear on the transcript or grade report. A letter grade, W, WP, WF, or grade replacement counts as an attempt. Attempts at another institution count toward the limit if you take the course as a transient student after enrollment in the College of Business.

Core courses include ACCT 101, 102; BA 100A, 100B, 240 (or 340), 250 and 470; BUSL 255; FIN 325; MGT 240; MIS 201B, 202; MKT 240; OPN 310; PRCM 150 and QBA 201.

For students on the Athens campus, BA 240, BA 250, MGT 240, MIS 202 and MKT 240 must be taken in a 17-credit-hour cluster during your late sophomore/early junior year (see recommended course sequence). Students failing one course in the cluster will be required to retake the course in a stand-alone or other equivalent form. Students failing more than one course in the cluster may be required to retake the entire cluster. This does not apply to students on the regional campus who will fulfill the cluster requirement via a single four-credit BA 340 cluster project course in place of the BA 240 course.

If you need to retake a core course that is part of a cluster, go to the Office

of Student Services to determine what needs to be done and obtain permission to get into the appropriate classes.

**Minors**

College of Business students may choose to complete a minor offered by another area within the University.

Students who are not enrolled in the College of Business may complete a business minor. Requirements for the minor are listed at the end of the business curricula.

Due to accreditation standards, students outside the college are allowed to complete only 44 hours of business coursework.

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**Requirements for All B.B.A. Majors**

As a candidate for the Bachelor of Business Administration (B.B.A.) degree, you must complete the University’s General Education Requirements for graduation and fulfill a minimum of 192 quarter hours of credit with a g.p.a. of 2.0 for all hours attempted. You must also maintain a 2.0 g.p.a. for courses taken in business and economics, and a 2.2 g.p.a. for courses in your major. The College of Business limits transfer credit for required business courses taken at a lower level to such courses as it offers at that lower level. Other transfer credits accepted by the University are evaluated as either business or nonbusiness electives.

Courses included in the 192-hour minimum for the B.B.A. must be chosen so that at least 79 quarter hours are earned in areas of business and economics and at least 96 quarter hours are earned in nonbusiness areas.

**Majors**

All B.B.A. candidates must complete a core of courses covering the tools of analysis and the operational fields of business plus the requirements for one of the following majors:

**Accounting****Business Economics****Business Prelaw****Finance****General Business****Human Resource Management****International Business****Management and Strategic Leadership****Management Information Systems****Marketing**

The Business Prelaw, Business, and International Business majors require the completion of a second major. You can change your major or add a second major through the Office of Student Services.

### Core Curriculum

The following courses are taken individually: BA 100A, 100B; ACCT 101, 102; PRCM 150; MIS 201B, QBA 201; BUSL 255; FIN 325; OPN 310 and BA 470.

At the sophomore level, four business core courses are grouped with a one-credit cluster project course (BA 240) to form an integrated, 17-hour cluster under the BUS202i sections which include:

MGT 240, MKT 240, MIS 202, BA 250 and BA 240 (1 credit)

Core cluster sections are identified in each quarter's Schedule of Classes under the "Business Cluster" section. Every business student must complete these courses in the cluster format.

Students enrolling on the regional campuses will take these courses individually, followed by a 4-credit cluster project course (BA 340) instead of the BA 240 course.

### Nonbusiness Requirements

You must complete the following nonbusiness courses:

#### Communications: 5 hours

ENG 151, 152, or 153 Freshman Composition 5 (1E)

#### Mathematics: 8 hours

MATH 163A Intro to Calculus 4 (2N)

MATH 250 Intro to Probability 4

#### Economics: 8 hours

ECON 103 Prin. of Microeconomics 4 (2S)

ECON 104 Prin. of Macroeconomics 4 (2S)

#### Performance Portfolio: 8 hours

ART 112 Intro to Photography 4

ART 113 Three Dimensional Studies 4

ART 116 Drawing I: Descriptive Process 4

ART 117 Drawing II: Concepts, Space, and Time 4

ART 118 Drawing III: Process and Synthesis 4

DANCE 101A-103C, 201A-203A, 201B, 202B varies

FILM 340 Film Techniques 4

FILM 343 Scriptwriting 4

HSL 107 Voice and Articulation 2

COMS 103 Public Speaking 4

COMS 205 Group Discussion 4

COMS 206 Communication in Interpersonal Relationships 4

COMS 215 Argumentative Analysis 4

COMS 304 Principles and Techniques of Interviewing 4

COMS 306 Interpersonal Conflict Management 4

COMS 342 Comm. and Persuasion 4

COMS 410 Cross-Cultural Commun. 4

JOURN 133 Precision Language 4

MUSIC 141A, 142A, 143A, 147A, 165A, 166A, 215A-361 2-4

ROTC 201 Basic Skills III 2

ROTC 202 Intro. to Leadership/Team Building 2

TCOM 110 Telecommunication Writing and Production Planning 4

THAR 113 Acting Fundamentals I 4

THAR 213 Acting Fundamentals II 4

### Internships

Internship credit applied toward the Performance Portfolio cannot be double-counted as hours toward major. International internships applied to the Global Perspective requirement will not count toward Performance Portfolio.

ACCT 398 or 498 Internship 1-4

BUSL 398 or 498 Internship 1-4

FIN 398 or 498 Internship 1-4

HRM 398 or 498 Internship 1-4

MGT 398 or 498 Internship 1-4

MIS 398 or 498 Internship 1-4

### Global Perspective: 12 hours

12 hours of a modern foreign language (211, 212, 213) or successful completion of a 16-hour Global Competitiveness Program experience as outlined under the "Study Abroad" section of the College of Business portion of this catalog (contact the COB Center for International Business at 740.593.2021 for more information about this option) or 12 hours of approved coursework from one or more departments focusing on a single geographic region from one of the following:

#### Asia

ANTH 385 Cult. of Southeast Asia 4

CLWR 311 Islam 4 (2C)

CLWR 321 Hinduism 4 (2C)

CLWR 331 Buddhism 4 (2C)

CLWR 341 Taoism 5 (2C)

GEOG 338 Southeast Asia 4

HIST 133 Non-Western Hlst Since 1750 4 (2C)

HIST 246 The Rise of Modern Asia 4 (2C)

HIST 344A Hist. of the Malay World 4

HIST 344B Hist. of Burma and Thailand 4

HIST 344C Hist. of Vietnam 4

HIST 345A Southeast Asia to 1750 4 (2C)

HIST 345B Southeast Asia 1750 to 1942 4 (2C)

HIST 345C Southeast Asia 1942 to Present 4 (2C)

HIST 346C Ancient China 4

HIST 346D Imperial China 1200-1910 4

HIST 346E Modern China Since 1911 4

HIST 348A Traditional Japan 4

HIST 348B Modern Japan 4

HIST 449 Hist. of East Asia in Modern Times 4

INST 103 Modern Asia 4 (2C)

JPC 250 Intro to Culture of Japan 4

POLS 445 Govt. and Pol. of Japan 4

POLS 447A Govt. and Politics of Southeast Asia 4

**Africa**

AAS 315 Literature of West Africa 4

AAS 316 Literature of South Africa 4

ANTH 381 Cultures of Sub-Saharan Africa 4

GEOG 331 Geography of Africa I 4

HIST 133 Non-Western Hlst Since 1750 4 (2C)

HIST 336A North Africa in Modern Times 4

HIST 336B North Africa Since 1914 4

HIST 338 History of West Africa 4

HIST 338A History of East Africa 4

HIST 341A Early Africa 4 (2C)

HIST 341B Traditional Africa 4 (2C)

HIST 341C Modern Africa 4 (2C)

HIST 342A South Africa to 1899 4

HIST 342B South Africa Since 1899 4

HIST 343 Revolution in Southern Africa 4

INST 113 Modern Africa 4 (2C)

POLS 441 Govt. and Pol. of Africa 4

POLS 464 Africa and the OAU 3

**Europe**

ECON 353	European Economic Hist.	4	AAS 250	Found. of African Amer. Arts and Culture	4 (2H)
FR 348	French Civilization and Culture	4	AAS 341	African Amer. Personality	4
GEOG 330	Geog. of Western Europe	4	AAS 345	The Black Woman	4
HIST 123	Western Heritage	4 (2H)	AAS 350	African Amer. Arts and Artists	4 (2H)
HIST 364B	Contemporary Europe	4	AAS 352	Blacks in Contemporary Amer. Cinema	4 (2H)
HIST 366B	Modern France	4	AAS 482	The Black Family	5
HIST 368B	Modern Germany	4	ANTH 345	Gender in Cross-Cultural Perspective	4
HIST 372C	Balkans in the 20th Century	4	HIST 302	American Indians	4
HIST 375	World War I	4	HIST 313	Jews in American History	4
HIST 382A	History of Russia	4	HIST 315B	Hist. of African Americans Since 1865	4 (2S)
HIST 382B	Communist Revolution	4	HIST 320B	Women in Amer. Hist. Since 1877	4
HIST 382C	Soviet Union	4	HLTH 427	Health of Women	4
HIST 382D	USSR in World War II	4	COMS 420	Gender and Communication	4
HIST 392C	20th Century England	4	POLS 306	Politics of Appalachia	5
INST 118	European Studies	4 (2C)	POLS 319	Gay and Lesbian Politics	4
POLS 432	Policy Making in Russia	4	POLS 323	Black Politics in the U.S.	4
RUS 348	The Cult. Hist. of Russia	4	POLS 420	Women, Law, and Politics	4
SPAN 348	Spanish Civilization and Culture	4	POLS 478	Feminist Political Theory and Movements	5

**Latin America**

ANTH 383	Cultures of Latin America	4	SOC 309	Sociology of Appalachia	4
GEOG 335	Latin America	4	WS 100	Intro to Women's Studies	4 (2H)
HIST 123	Western Heritage	4 (2H)	WS 200	Issues in Feminism	4
HIST 323A	Latin American History: Colonial Era	4 (2C)			
HIST 323B	Latin American History: 19th Century	4 (2C)			
HIST 323C	Latin American History: 20th Century	4 (2C)			
HIST 323D	History of Brazil	4			
HIST 325	Hist. of U.S.-Latin American Relations	4			
HIST 426	Dictatorship in Latin American History	4			
INST 121	Interdisciplinary Survey of Latin America	4 (2C)			
POLS 434	Govt. and Politics of Latin America	4			
POLS 435	Revolution in Latin America	4			
SPAN 349	Spanish American Civilization and Culture	4			

**Middle East**

ANTH 388	Cultures of the Middle East	4			
HIST 133	Non-Western Hist Since 1750	4 (2C)			
HIST 332	History of Women in the Middle East	4			
HIST 333	Oil, Energy, and International Diplomacy	4			
HIST 334	The Arab-Israeli Dispute	4			
HIST 335A	Survey of Middle East History to 1800	4 (2C)			
HIST 335B	Survey of Middle East History Since 1800	4 (2C)			

**Note:** Additional global courses in any area will be considered upon request through the COB Office of Student Services

**Breadth Cluster: 16 hours**

One approved course from each of the following areas:

**Ethical issues**

BA 480	Ethics and Morality in Business	4			
JOUR 412	Ethics, Mass Media, and Society	3			
PHIL 130	Intro to Ethics	4 (2H)			
PHIL 231	Philosophy of Sport	4			
PHIL 235	Business Ethics	3			
PHIL 330	Ethics	5			
PHIL 331	Moral Problems in Medicine	4			
PHIL 332	Philosophy of Sex and Love	4			

**Diversity issues**

AAS 106	Intro to African Amer. Studies	4			
AAS 150	Intro to Black Media	5 (2H)			
AAS 220	Theories of African Amer. Social Development	4			

AAS 250	Found. of African Amer. Arts and Culture	4 (2H)
AAS 341	African Amer. Personality	4
AAS 345	The Black Woman	4
AAS 350	African Amer. Arts and Artists	4 (2H)
AAS 352	Blacks in Contemporary Amer. Cinema	4 (2H)
AAS 482	The Black Family	5
ANTH 345	Gender in Cross-Cultural Perspective	4
HIST 302	American Indians	4
HIST 313	Jews in American History	4
HIST 315B	Hist. of African Americans Since 1865	4 (2S)
HIST 320B	Women in Amer. Hist. Since 1877	4
HLTH 427	Health of Women	4
COMS 420	Gender and Communication	4
POLS 306	Politics of Appalachia	5
POLS 319	Gay and Lesbian Politics	4
POLS 323	Black Politics in the U.S.	4
POLS 420	Women, Law, and Politics	4
POLS 478	Feminist Political Theory and Movements	5
SOC 309	Sociology of Appalachia	4
WS 100	Intro to Women's Studies	4 (2H)
WS 200	Issues in Feminism	4

**Economics**

If your major is accounting, management information systems, management, human resource management, business law, general business, international business, entrepreneurship, or business economics, take any 300- or 400-level economics course except ECON 300, 307, or 381. If your major is finance or marketing, take ECON 305.

**Political/legal/social issues**

AAS 202	African American Hist. II 1865 to Present	4 (2S)
AAS 254	History of Injustice in the U.S.	5
AAS 360	Black Politics in the U.S.	4
AAS 364	Comp. Study of Injustice	4
AAS 368	Black Political Thought	4
AAS 370	Urban Violence	4
AAS 430	Social Theories of Underdevelopment	4
BUSL:	any course except 255 and course used to satisfy major or other requirements	
ECON 213	Current Econ. Problems	4
ECON 315	Economics of Health Care	4
ECON 316	Economics and the Law	4
GEOG 121	Human Geography	4 (2S)
GEOG 131	World Regional Geog.: Third World	4 (2T)
GEOG 132	World Regional Geog.: Industrial World	4 (2S)
GEOG 220	Economic Geography	4 (2S)
HIST 101, 102, or 103	Western Civilization in Modern Times	4
HIST 121 or 122	Western Heritage	4
HIST 200, 201	U.S. History	4
POCO 201	Intro to Political Communication	3
POLS:	any course except 306, 319, 323, 420, 425, 428	
SOC 223	American Society	4 (2S)
SOC 230	Sociology of Poverty	4
SOC 231	Sociology of Health and Health Care	4
SOC 240	The Future of Society	4
SW 101	Intro to Social Welfare and Social Work	3 (2S)

**Recommended Course Sequence****Freshman**

BA 100A	Intro to Coll. of Business I	1
BA 100B	Intro to Coll. of Business II	1
ECON 103	Prin. of Microeconomics	4
ECON 104	Prin. of Macroeconomics	4

ENG 151, 152, or 153	Freshman Composition	5
MATH 163A	Intro to Calculus	4
MATH 250	Intro to Probability	4
PRCM 150	Business Comm. Basics	4
Approved electives (nonbusiness requirements)		21
Note: see Freshman Drop Policy, page 113		
<b>Sophomore</b>		
ACCT 101	Financial Accounting	4
ACCT 102	Managerial Accounting	4
MIS 201B	Intro to Information Analysis and Design	4
QBA 201	Intro to Statistics	4
BUSL 255	Business Law	4
<b>Business Cluster</b>		
BA 240	Business Cluster Project	1
BA 250	Strategic Business Communication	4
MGT 240	Intro to Management and Organization	4
MIS 202	Business Info. Systems	4
MKT 240	Marketing Principles	4
Approved electives (nonbusiness requirements)		15
<b>Junior</b>		
FIN 325	Managerial Finance	4
OPN 310	Principles of Operations	4
Major courses and approved electives		40
<b>Senior</b>		
BA 470	Administrative Policy	4
Major courses and remaining electives		44

## Accounting Major

### Major code BB6121

The mission of the School of Accountancy is to prepare bright men and women for successful careers in the accounting profession. We provide a superior education with competent professors who challenge their students to excel and who support their students' professional aspirations.

Students who perform well in the undergraduate program can earn the M.S. in Accountancy, in addition to the B.B.A., by completing a fifth year of study as a graduate student. Additional information about this program is available from the *Graduate Catalog* or by contacting the School of Accountancy.

### Program Requirements

Accounting majors must complete the college's business core curriculum, professional performance portfolio, global perspective requirements, and the breadth cluster of courses. BUSL 357 is required to fulfill the political/legal/social area of the Breadth Cluster. The major consists of seven required accounting courses. Timely enrollment in the major courses is essential to completion of the degree within four years. These courses are listed below. Accounting majors should take ACCT 101 and ACCT 102 in their freshman year.

For information about the CPA exam, visit the Accountancy Board on the Web at <http://www.acc.ohio.gov/>

### Major courses required of all accounting majors

ACCT 317	Federal Income Taxes	4
ACCT 303, 304, 305	Inter. Accounting	12
ACCT 310	Cost Accounting	4
ACCT 345	Accounting Systems and Internal Control	4
ACCT 451	Auditing Principles	4

## Business Economics Major

### Major code BB6124

The B.B.A. business economics major, designed to provide a broad business background, is intended for those who plan careers in business and economic research for both private firms and government, in banking, and in marketing analysis. It also is an important component for business management, law, operations, and financial analysis.

In addition to completing the B.B.A. core requirements, you must complete at least 20 additional hours of economics including ECON 304 and 485. ECON 380 and 381 cannot be counted toward this requirement. No economics course can be counted toward both nonbusiness and major requirements.

## Business Prelaw Major

### Major code BB6120

While law schools do not prescribe any rigid undergraduate curriculum, a substantial number of prelaw students choose one of the business fields of study as their major for the baccalaureate degree. You may wish to combine the business prelaw major with one of the other majors in the College of Business if the profession of law is your ultimate career goal.

The business prelaw major recognizes the business and economic emphasis of the practice of law and also provides the breadth of training and philosophical background that is conducive to success in law school.

You must complete the requirements for the business prelaw major in conjunction with the requirements for one of the other business majors, which include accounting, business economics, finance, general business, human resource management, management, management information systems, marketing, and operations. In addition to following the requirements of one of the other majors in the College of Business, you must complete 16 hours at the 300–400 level, including BUSL 356 and four additional hours in business law beyond 356, with the approval of your advisor. Another eight hours should be selected from the following: ACCT 317 Federal Income Taxes, ECON 430 Public Finance, GEOG 357 Environmental Law, HRM 425 Labor Relations, POLS 401 and 402 Constitutional Law, POLS 409 Law Enforcement, POLS 304 State Politics, POLS 374 Great Jurists, POLS 413 Administrative Law, FIN 331 Insurance, and FIN 341 Investments. (You may request from your advisor written permission to substitute a course different from those listed above.) With your advisor's approval, you should elect additional courses in nonbusiness fields, especially American government, American and English history, English, philosophy, interpersonal communication, and in such business fields as finance.

### The law faculty in the College of Business is prepared to assist prelaw students in a number of ways:

- 1 Several faculty members give extensive time to counseling students regarding selection of courses, the Law School Admission Test (LSAT), law school application procedures, and other matters of importance to prelegal education.
- 2 LSAT and Law School Data Assembly Service (LSDAS) information is available from the prelaw advisor.
- 3 The department maintains ties with the Criminal Justice Program administered by University College.
- 4 The department maintains ties with faculty and staff at various law schools in the country.

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## Finance Major

### Major code BB6125

The finance major prepares students for the dynamic environment of corporate finance and financial services. Coursework is available in the fields of financial management (both national and international), commercial banking, financial institutions, security markets, and risk and insurance.

Upon graduation, finance majors typically obtain entry-level positions in such areas as banking, insurance, government services, or in an array of industries that employ financial analysts, decision makers, financial strategists, budgeting officers, and planners.

In addition to the B.B.A. core requirements, finance majors must complete 24 hours of finance courses at the 300 and 400 level, including FIN 327, 341, and 461.

**Note:** Finance majors are advised to take the courses in the "Introduction to Business Systems" cluster on a stand-alone basis. This requires that the "Business Context Cluster" be taken in the fully integrated format.

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## General Business Major

### Major code BB6122

The general business major prepares professionals on a broad basis for business careers. Five upper-level courses are required from the following areas: accounting, quantitative business analysis, management, management information systems, business law, finance, marketing, operations, business administration, and economics (course selection restricted to ECON 303, 304, 320, 332, 360, or 430). Each course will be in a different functional area or discipline. This major is of special interest if you have a generalized view of business and do not possess strong interests in any one concentration.

Upon graduation, general business majors enter what may be the broadest area of positions of any major within the College of Business. Recent graduates have entered such fields as sales, banking, government services, personnel, advertising, small business entrepreneurship, production, and insurance.

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## Human Resource Management Major

### Major code BB6130

The demand for human resource management professionals capable of operating as functionally trained strategic partners in organizations is growing rapidly.

The human resource management major provides an educational background for those with a career interest in human resource management. The major provides basic preparation for entry-level positions in human resource management and the educational background that supports career advancement in this area. It also prepares you for a variety of positions in which knowledge of human resource management is critical to success.

In addition to the B.B.A. requirements, you must complete HRM 324 Advanced Concepts in Human Resource Management (this is recommended for majors) or HRM 320 Principles in Human Resource Management. HRM majors are encouraged to take HRM 324, as it is a more in-depth treatment of HRM than is HRM 320. Also required are HRM 430 Compensation and HRIS, HRM 440 Training Development and Performance Management, HRM 450 Recruitment and Selection, HRM 460 Strategic HRM, and MGT 340 (Managing Transformation and Organizational Change.)

You are also required to complete one elective from the following: HRM 425 Employee Relations, HRM 455 International HRM, HRM 491 Employment Law (or any other HRM 491), MGT 350 Creativity and Innovation Management, MGT 490 Strategic Business Leadership.

HRM 324 or HRM 320 is a prerequisite for HRM 430, 440, 450, and 460. HRM 460 may only be taken after passing HRM 430, 440, and 450. Therefore, it is important to take HRM 324 in the fall quarter of your junior year. Fall quarter is generally the quarter that the course is offered.

HRM 324, 430, 440, 450, and 460 are offered only once a year. If you fail to take one of these courses during the year, you must wait until the following year. Generally, 430 is offered in fall quarter, 440 and 450 are offered in winter quarter, and 460 is offered in spring quarter.

You may want to join the Ohio University student chapter of the Society for Human Resource Management (SHRM), the professional association for human resource management practitioners. The student chapter regularly brings in human resource managers as speakers; plans field trips; performs community service work, and provides opportunities for you to get involved in human resource management activities.

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## International Business Major

### Major code BB6132

In today's global economy, all businesses—whether large or small—are affected by international competitors and global events. Success in the global marketplace will depend on the capabilities of managers to understand the structures and processes that underlie international business. The international business major is designed to provide this understanding and to develop the requisite competencies of global business leaders. Students will be required to complete a minimum of 25 credit hours at the 300 and 400 level beyond the minimum requirements for the College of Business. The international business major must be completed in conjunction with at least one other major in the College excluding the business pre-law and general business majors.

The major requires all students to complete the following courses for a total of 13 credits:

Business Administration 385: Multinational Business Management 484: International Comparative Business Administration 485 (1 credit): International Business Experience Marketing 441: International Marketing

The required course Management 485 ensures that all students complete a credible international experience as a platform for understanding business practices in an international context. The experience must be approved and assessed by a faculty qualified in international business. The experience will be reflected in a summary paper that describes what was learned and the significance of the experience to the student's future career. Typically the experience would involve travel to an international assignment for the purpose of developing an understanding and appreciation of international business in context. A CR must be achieved to graduate with the international business major.

In addition to the above course requirements, students are required to select a minimum of three courses from the approved electives list with the restriction that at least one course be in finance or economics. These courses include Economics 340, 341, 342; Finance 455; Management 486; Geography 321; Business Law 385; Political Science 456;

Interpersonal Communications 410; and any 491 seminar course with an international emphasis which is approved by your advisor.

It is strongly recommended that students achieve proficiency in a foreign language, which normally means a minimum of 12 credit hours of instruction.

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## Management and Strategic Leadership Major

### Major code BB6126

Today's dynamic and highly competitive businesses require energetic and capable leaders who can add value and create high performance at all levels of enterprise responsibility. The major in Management and Strategic Leadership is designed to create the foundations of knowledge and personal capability requisite to life-long professional learning and career-long success in business leadership.

Success in strategic business leadership requires a broad base of conceptual knowledge, personal skills and competencies. The required courses ensure a variety of rich developmental experiences that can include community service learning, individual leadership and emotional intelligence assessments, case analyses, research projects, team-based active learning projects, and guest speakers, in addition to traditional classroom lectures and discussions. The major places a strong emphasis on written and oral communications skills, teamwork, and personal initiative.

The major in Management and Strategic Leadership requires six courses and 21 hours of study.

MGT 340	Organizational Behavior— Micro Perspective	4
MGT 350	Creativity and Innovation in Organizations	4
MGT 480	Business Organizations— Change and Development	4
MGT 490	Strategic Business Leadership	4
MGT 499	Strategic Business Leadership Portfolio	1
	MGT Elective To be selected with approval of the advisor from any 300-level or 400-level MGT	4

Students who would like to include a substantial portion of the Management and Strategic Leadership Major as a component in another program of study from within or outside the College of Business are encouraged to do so. Participation in this capacity requires that the prerequisite course, MGT 240 Management, be completed with a grade of C or better. It is strongly encouraged that such participation include the four core courses of MGT 340, 350, 480, 490.

Majors in Management and Strategic Leadership within the Department of Management Systems will be required to successfully defend their personal Strategic Business Leadership Portfolios in order to graduate. This portfolio will be initiated in the prerequisite MGT 240 course and will be further developed in each of the required courses in the major. The portfolio will be reviewed annually with the student's major advisor. The final defense will be "Pass/Fail" and will be accomplished through participation in MGT 499, Strategic Business Leadership Portfolio.

Additional electives from course offerings in management within the Department of Management Systems are also available for those wishing to pursue further study. Students should also check the Department of Management Systems web site at <http://www.cob.ohiou.edu/~MGTsys/> to learn about available courses and any modifications in the major.

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## Management Information Systems Major

### Major code BB6137

The management information systems (MIS) major is unique in its emphasis on applying computers to build information systems for business applications; the approach is applications oriented rather than technical. MIS majors are trained to assist with the rapidly progressing computerization of managerial functions and can expect to become business analysts and project managers involved in the systems development lifecycle.

The hands-on emphasis of the program exposes you to current Web development environments and systems development tools used to design solutions to common business problems. This training is designed to produce graduates who can quickly master computer technology so they will be able to adapt quickly to new technology and apply it to business problems. Being able to communicate with both management and computer specialists makes MIS graduates ideal candidates in organizations that make use of information systems and consulting companies.

In addition to the B.B.A. core curriculum, you must complete MIS 220, 320, 325, 380, 400, 420, and 485. One additional course must be completed from MIS 460, 430, 455, 480, or 491. Elective courses include MIS 230 and 235.

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## Marketing Major

### Major code BB6127

Marketing is the lifeline of any organization. It links the organization with its customers and is vital not only to the survival of the organization but also to the maintenance of the free enterprise system. The marketing curriculum is designed to give you both broad knowledge and an opportunity to specialize. It prepares you to become a marketing professional through coursework in personal selling and sales management, marketing research and consumer behavior, and marketing analysis and management (national and international).

Upon graduation, marketing majors typically obtain direct-entry positions in such areas as sales, retail management, product/brand management, market research, and marketing logistics with companies that specialize in offering products/services to consumers or other businesses.

In addition to the College of Business core requirements, you must complete 25 hours of marketing courses at the 300–400 level including MKT 358, MKT 379, MKT 444, and MKT 463.

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## Business Minor

### Minor code ORBSAD

The business minor is open to any student enrolled outside the College of Business. Be advised that some courses require prerequisites.

#### Required courses

ACCT 101	Financial Accounting	4
ACCT 102	Managerial Accounting	4
BUSL 255	Law and Society	4

#### One of the following six courses:

ECON 381	Intro to Economic Statistics and Econometrics	4
GEOG 271	Intro to Statistics in Geography	5
COMS 301	Empirical Research Applications in Comm.	4
ISE 306	Engineering Statistics II	4



MATH 251	Intro to Prob and Stats II	4
PSY 221	Statistics for the Beh. Sci.	5
QBA 201	Intro to Bus. Statistics	4

**All of the following four courses:**

FIN 310	Managerial Finance	4
MGT 202	Management	4
MKT 202	Marketing Principles	4
OPN 300	Principles of Operations	4

**Total hours: 32**

Due to accreditation standards, students outside the college are allowed to complete only 44 hours of courses in the business curriculum.

In addition to the courses listed above, two cross-disciplinary courses (8 hours) are needed to fulfill the 28 hour requirement. The following courses are suggested\*:

ET 280	Engineering and Technology-Overview	4
IT 110	Intro to Manufacturing	4
PHIL 130	Intro to Ethics	4
THAR 113	Acting Fundamentals I	4
THAR 170	The Theater Experience	4

\*Other cross-disciplinary courses that support the certificate curriculum may be substituted with the approval of the Executive Director of The Sales Centre.

**Total hours: 28**

## The Sales Certificate

The College of Business through The Sales Centre at Ohio University sponsors the undergraduate Sales Certificate Program for students in any major who want to develop knowledge and skills in professional selling. There are currently five options in the Sales Certificate program, the Sales Certificate with a Professional Focus, the Sales Certificate with a Retail Focus, the Sales Certificate with a Media Focus, the Sales Certificate with a Financial Services Focus, and the Sales Certificate with a Sport Management Focus. Completion of a Sales Certificate Program, which is the equivalent of a minor, results in the certificate and is officially recognized on transcripts upon graduation. Several certificate courses satisfy both tier and College of Business requirements. Be advised that some courses require prerequisites.

For admission into The Sales Certificate Program, submit to The Sales Centre, Copeland 609, the following: 1) a completed application form; 2) a copy of your most recent DARS (Degree Audit Reporting System) result indicating an overall g.p.a. of at least 2.75; and 3) your resume demonstrating characteristics that support a successful sales career. In addition, you must have a panel interview with Sales Centre faculty and a current Sales Certificate Candidate. Application forms may be obtained from any college's undergraduate office or by visiting <http://www.thesalescentre.com/>.

Admission to this program is competitive and not guaranteed to all who meet the admission criteria. Students with the highest probability of success will be admitted up to the enrollment ceiling. Members of groups historically under-represented in business will receive special consideration.

Each quarter those accepted into the Sales Certificate Program will have their progress tracked by DARS. An overall g.p.a. of 2.5 in certificate courses is required. Students will need to consult the Executive Director of The Sales Centre before the deadline for graduation to ensure that the certificate will be awarded. For more information contact the Executive Director or Associate Directors of The Sales Centre.

### The Sales Certificate with a Professional Focus

**Required courses**

MKT 358	Professional Selling Techniques	4
MKT 458	Sales Management	4
MKT 498	Sales Internship	4

**Advanced Courses (must select one):**

MKT 425	Business to Business Marketing	4
MKT 491	Seminar--Sales	4

**Communication Requirement (must select one):**

COMS 215	Argumentative Analysis and Advocacy	4
COMS 206	Communication in Interpersonal Relationships	4

### The Sales Certificate with a Retail Focus

**Core Requirements**

MKT 358	Professional Selling Techniques	4
HCRM 399B	Retail Sales Internship	4
MKT 458	Sales Management	4

**Advanced Courses (must select one):**

MKT 425	Business to Business Marketing	4
MKT 444	Consumer Behavior	4

**Retail Merchandising Requirement:**

HCRM 250	The Consumer in American Society	4
HCRM 423	Retail Merchandising: Promotional Strategies	4
or HCRM 417	Retail Merchandising: Management	

**Electives (must select one):**

In addition to the courses listed above, one additional course (4 hours) is needed to fulfill the 28 hour requirement. The following courses are suggested\*:

COMS 206	Communication in Interpersonal Relationships	4
COMS 215	Argumentative Analysis and Advocacy	4
COMS 342	Communication and Persuasion	4
PHIL 130	Introduction to Ethics	4
THAR 113	Acting Fundamentals I	4
THAR 170	The Theater Experience	4

\*Other cross-disciplinary courses that support the certificate curriculum may be substituted with the approval of the Executive Director of The Sales Centre.

**Total hours: 28**

### The Sales Certificate with a Media Focus

**Core Requirements**

MKT 358	Professional Selling Techniques	4
MKT 458	Sales Management	4
MKT 498	Sales Internship in Media Sales	4

**Advanced Courses (must select one):**

MKT 425	Business to Business Marketing	4
MKT 491	Seminar--Sales	4

**Communication Requirement:**

JOUR 250	Advertising Principles	4
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**Cross-disciplinary Requirements (must select two):**

In addition to the courses listed above, two additional cross-disciplinary courses (8 hours) are needed to fulfill the 28-hour requirement. The following courses are suggested\*:

JOUR 340	Advertising Strategies	4
JOUR 375	Advertising Media Planning and Buying	4
JOUR 475	Advanced Advertising Media Planning and Buying	4
JOUR 477	Promotional Media	4
TCOM 459	Audience Research	4
TCOM 462	Broadcast and Cable Sales	4

\*Other cross-disciplinary courses that support the certificate curriculum may be substituted with the approval of the Executive Director of The Sales Centre at Ohio University.

**Total hours: 28**

**The Sales Certificate with a Financial Services Focus****Core Requirements**

MKT 358	Professional Selling Techniques	4
MKT 458	Sales Management	4
ACCT 498 or FIN 498	Internship	4

**Advanced Courses (must select one):**

MKT 420	Services Marketing	4
MKT 491	Seminar–Sales	4

**Communication Requirement (must select one):**

COMS 206	Communication in Interpersonal Relationships	4
COMS 215	Argumentative Analysis and Advocacy	4
COMS 342	Communication and Persuasion	4

**Cross-disciplinary Requirements (must select two):**

In addition to the courses listed above, two additional cross-disciplinary courses (8 hours) are needed to fulfill the 28 hour requirement. The following courses are suggested\*:

FIN 331	Risk and Insurance	4
FIN 410	Personal Financial Planning	4
FIN 428	Management of Financial Institutions	4
FIN 436	Life Insurance	4
FIN 437	Personal and Business Financial Planning	4
FIN 440	Group Insurance and Benefits	4
ACCT 317	Federal Income Taxes	4
ACCT 406	Advanced Accounting	4
ACCT 451	Auditing Principles	4
ACCT 491	Seminar in Taxation	4

\*Other cross-disciplinary courses that support the certificate curriculum may be substituted with the approval of the Executive Director of The Sales Centre at Ohio University.

**Total hours: 28**

**The Sales Certificate with a Sport Management Focus****Core Requirements**

MKT 358	Professional Selling Techniques	4
MKT 458	Sales Management	4
MKT 498	Sales Internship	4

**Advanced Courses (must select one):**

MKT 420	Services Marketing	4
MKT 491	Seminar–Sales	4

**Sports Management Requirement:**

SASM 440	Ticket Operations	4
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**Cross-disciplinary Requirements (must select two):**

In addition to the courses listed above, two additional cross-disciplinary courses (8 hours) are needed to fulfill the 28 hour requirement. The following courses are suggested\*:

COMS 206	Communication in Interpersonal Relationships	4
COMS 215	Argumentative Analysis and Advocacy	4
HCRM 250	The Consumer in American Society	4
HCRM 423	Retail Merchandising: Promotional Strategies	4
or HCRM 417	Retail Merchandising: Management	4

\*Other cross-disciplinary courses that support the certificate curriculum may be substituted with the approval of the Executive Director of The Sales Centre at Ohio University.

**Total hours: 28**