

College of Business and Technology

DEPARTMENT OF GENERAL BUSINESS

Head of the Department: Professor Hsing

Professors: King, Ramsey, Seaward

Associate Professors: Davis, Gibson

Assistant Professors: Cox, Lee, Leonard, Thomasson, Walker, Wallace

- [Economics](#)
- [Business Technology](#)
- [Business Education](#)

ECONOMICS (ECON)

102. Elements of Economics. Credit 3 hours. A course to give nonbusiness students a comprehensive introduction to economic principles and problems. Attention given to problems of inflation, depression, markets, prices, profits, wages, and government finance. Credit will not be given for both Economics 102 and 201 or 102 and 202.

201. Principles of Economics (Macroeconomics). Credit 3 hours. The nature of economics, economic concepts and institutions, monetary theory, national income theory, financing of business, population problems and economic stability. Credit will not be given for both Economics 201 and 102.

202. Principles of Economics (Microeconomics). Credit 3 hours. The theories of production, determination of price, distribution of income, problems of industrial relations, monopolies, comparative economics systems. Credit will not be given for both Economics 202 and 102.

211. Economics of Consumption. Credit 3 hours. A study of consumer buying practices, management of personal and family finances, spending and saving, problems of consumer protection.

212. Agricultural Economics. Credit 3 hours. A study of economic principles and practices as applied to agriculture; importance of agriculture in American life; economic, social, and political factors that influence rural institutions; records and accounts.

301. Introduction to Labor Economics. Credit 3 hours. Prerequisites: Economics 201 and 202 and

Junior standing, or Economics 102 and Junior standing. The development of present-day labor organizations, their aims and methods; primary issues in union and nonunion management relationships, such as wages, hours, substandard workers, seniority, and union shop.

302. Collective Bargaining. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing. The emergence of collective bargaining in American industry, the impact of bargaining on union and management structures and policies, processes and techniques, including grievance procedures and arbitration; economic consequences of bargaining, with emphasis on the case method of study.

305. Urban and Regional Economics. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. A brief description of the historical development of cities; location and spatial organization of economic activity; regional growth patterns and land use; analysis of particular problems such as transportation, housing, poverty, environment, and the urban public sector. Emphasis will be on both theory and policy.

312. Health Care Economics. Credit 3 hours. Prerequisites: ECON 102 or 201 or 202, and Junior standing. An analysis of the demand for and supply of health care services, health insurance, managed competition, PPS, Medicare, Medicaid, cost containment, national health care policy, the role of technology, training and practice of nurses and physicians, comparative health care systems, etc.

328. Environmental & Resource Economics. Credit 3 hours. Prerequisites: ECON 102 or 201 or 202 and Junior Standing. The study of theory and tools of environmental and resource economics, ozone depletion and global warming, acid deposition, exhaustible resources including energy, minerals, materials and waste, renewable resources including fisheries, temperate forests, tropical forests, biodiversity and habitat, and water resources, government regulations and enforcement, and other topics such as clean technology, toxics in the ecosystem, the environment and economic growth in other countries, and prospects for the future.

333. Introduction to Money and Banking. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. Nature and functions of money; banking history; commercial banking; Federal Reserve System and its instruments of monetary policy; an introduction to financial markets, monetary theory and international monetary relationships.

345. Economics of Industrial Organization and Public Policy. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. A survey of market structures and performance and the role of antitrust policy in the manufacturing sector of the economy. Emphasis is placed on methods and techniques used in measuring market structures and performance, and on antitrust policy with regard to the control of market structures, price fixing agreements, and other restrictions on manufacturing firms' conduct. Public regulation is considered both in theory and in practice.

362. Public Finance. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. The development and growth of the public economy as part of

the national economy; use of governmental expenditures and revenues; public effects of spending public funds and of government borrowing and debt payment; critique of fiscal policies and practices to achieve economic stability.

401/501. Intermediate Macroeconomic Analysis. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. The development of aggregative economic analysis and its application to national income theory, the level of employment and economic growth. Attention is given to the dynamic aspects of income and employment fluctuations and the adoption and application of economic policy.

402/502. Intermediate Microeconomic Analysis. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. The theory of consumer behavior in determining demand. The theory of the firm including production, costs, and supply relationships. Analysis of product and factor markets under conditions of perfect and imperfect competition.

410. History of Economic Thought. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. A survey of the development of economic thought from about 1500 A. D. to the present, a critical description of the various schools of thought and the contributions of leading economic writers.

412. Comparative Economic Systems. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. An analysis of the theories and practices of modern economic systems including Capitalism, Socialism, Communism, and Fascism.

421. International Economics. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. Principles of foreign trade. An examination of the monetary and real aspects of trade; including foreign exchange rates, balance of payments problems, and the theories concerning the reasons for trade.

441. Current Economic Problems. Credit 3 hours. Prerequisites: Economics 201 and 202 and Junior standing, or Economics 102 and Junior standing. An examination of the contemporary economic problems of inflation, unemployment, energy and environmental crises, national debt, urbanization, and agriculture. Relevant economic controversies of the day will be emphasized, current public economic policies will be evaluated, and alternative courses of public action presented. Designed for Liberal Arts as well as Business students.

450/550. Applications of the Internet in Business and Economic Analysis. Credit 3 hours. Prerequisites: Business Technology 210 or CMPS 110, ECON 201 and ECON 202, or ECON 102 and Junior standing. Use of the Internet to study business and economic subjects and issues such as production, consumption, economic conditions and indicators, federal government policies, job market, population characteristics, international business and economic development, and other relevant subjects.

460. Econometrics. Credit 3 hours. Prerequisites: Economics 201 and 202, Business Technology 210 or Computer Science 110, Mathematics 241 or Management 261, and senior standing.

Introduction to model-building and statistical inferences to measure and test business and economic theories as well as to solve these problems. Emphasis will be placed on linear modeling, least squares estimation, linear programming and curvi-linear optimization.

470. Independent Study. Credit 3 hours. Prerequisites: Economics, 201, 202, and Senior standing. A course designed to provide students with the opportunity to explore economic subjects through a special project, assigned readings, or other types of work. Department Head or designated faculty will review and approve the proposal of the independent study and monitor the student's progress.

480. Economics Internship. Credit 3 hours. Prerequisites: Economics 201, 202, and Senior standing. A course designed to provide students with the opportunity to earn credit by working in related jobs. Department Head or the designated faculty will review and approve the type of work to complete the internship course. A minimum of 360 hours of approved work is required. A Pass/Fail grade will be given.

613. Managerial Economics. Credit 3 hours. Prerequisites: Economics 201, 202, and Graduate standing. A study of management problems from an economic point of view. Includes analyses of demand, forecasting, cost and price relationships, price decisions, risk and uncertainty, and capital investment.

641. Seminar in Contemporary Economic Problems. Credit 3 hours. Prerequisite: Economics 201 and 202 and Graduate standing. An analysis of the causes and consequence of current economic problems including unemployment, budget deficits, inflation, merchandise trade deficits, and other leading issues of the day. Alternative approaches to alleviate these problems will be discussed and evaluated.

695. Special Topics in Economics. Credit 3 hours. Prerequisite: Graduate standing. A seminar course focusing on selected issues in economics. This course may be repeated once for a total of six credit hours if different topics are studied.

BUSINESS TECHNOLOGY (GBBT)

111. Shorthand I. Credit 3 hours. Prerequisite: Knowledge in touch keyboarding. This is a thorough study of the principles of shorthand including theory, review, and applications. Students who have credit for Business Technology 112 or 215 may not enroll in this course.

112. Shorthand II. Credit 3 hours. Prerequisites: Business Technology 111 or high school equivalent and Business Technology 123 or high school typewriting. This course is a review of the shorthand principles with emphasis on the acquisition of a basic writing vocabulary, reinforcement of language arts skills, and development of speed and accuracy in taking and transcribing notes.

- 120. Touch Keyboarding.** Credit 1 hour. Emphasis is on the touch technique of keyboarding using computer keyboards and/or electronic typewriters. Students who have received prior credit for GBBT 123, GBBT 124, or GBBT 223 will not receive credit in this course.
- 123. Keyboarding I Basic.** Credit 3 hours. Emphasis is on the computer keyboard and word processing software in conjunction with the fundamentals of technique, rhythm, and accuracy and on formatting business documents such as letters, memos, reports, and tables. (Students who have received credit for GBBT 124 and 223 will not receive credit for this course.)
- 124. Keyboarding II Applications.** Credit 3 hours. Prerequisites: Business Technology 123 or equivalent. Emphasis is on the mastery of word processing software and the acquisition of speed and accuracy in keyboarding letters, memos, reports, and other business documents.
- 131. Word Processing II Applications.** Credit 3 hours. Prerequisite: GBBT 124 or knowledge of word processing applications. Emphases are on concepts and applications of appropriate word processing software using microcomputers for the production of mailable documents.
- 210. Microcomputer Applications for Business Personnel.** Credit 3 hours. Prerequisites: Knowledge of keyboard and fundamental knowledge of computers. Emphasis is on hands-on usage of microcomputer applications needed by business personnel, such as information/word processing, data base management, spreadsheets and graphics, and other relevant applications as developed.
- 223. Keyboarding III Production.** Credit 3 hours. Prerequisites: 124. Continued emphasis is on the acquisition of speed and accuracy in all phases of production keyboarding using word processing software.
- 231. Word Processing III Desktop Publishing.** Credit 3 hours. Prerequisite: GBBT 131 or GBBT 210 or CMPS 110. Emphasis is on desktop publishing and graphics using microcomputers for the production of newsletters, brochures, signs, etc.
- 234. Business Communications.** Credit 3 hours. Prerequisite: English 102. A study of fundamental business communications, business letters, and reports.
- 235. Communication for International Business.** Credit 3 hours. International and cross-cultural communication problems of multinational organizations. Analysis of the role of cultural and linguistic barriers to objectives-oriented communication in international business. Some attention to domestic cross-cultural business communication problems.
- 253. Electronic Office Procedures.** Credit 3 hours. Prerequisite: GBBT 124 or GBBT 131. Emphasis is on skills and abilities needed to perform at the operational level in the modern office.
- 254. Office Simulation.** Prerequisites: Business Technology 210, 231, and 253. Students will participate in an office simulation designed to refine electronic office procedures and human relations skills in a realistic business setting.

351. Telecommunications in Business. Credit 3 hours. Prerequisite: Junior standing or permission of the Department Head. Theory of electronic systems. Applications to networking capabilities of microcomputers. Issues related to telecommunications.

410/510 [407/507 and 408/508]. Office Systems Management. Credit 3 hours. Prerequisite: Junior standing. Emphasis is on the study of managerial and supervisory processes in the modern office and/or information processing system.

495 [395]. Special Topics in Business Communication. Credit 3 hours. Prerequisite: GBBT 234 or consent of instructor. Interdisciplinary investigation and presentation of current and relevant business communication issues which can affect achievement in the free enterprise system. May be repeated once for a total of six credit hours.

635. International Business. Credit 3 hours. Prerequisite: Graduate standing. Dynamics of international business, including cultural analysis, foreign entry, globalization, and role of technology in multinational communication and logistics. Case studies and audiovisuals demonstrating economic and supervisory factors in business across cultural and national boundaries.

651. Technology in Business Communication. Credit 3 hours. Prerequisite: MBA student or permission of instructor. Exploration of the capabilities of contemporary technological communication networks with emphasis on applications such as e-mail, academic research, discussion groups, marketing application, electronic presentations, and individual home-page construction.

681. Administrative Communication Theory. Credit 3 hours. A study of administrative communication theory and practice as it relates to various types of organizations and their goals. Emphasis is directed toward improving communication skills of administrators in business, education, government, and other organized groups in reaching their purposes and goals.

695. Special Topics in General Business. Credit 3 hours. Prerequisite: Graduate standing. A seminar course focusing on selected issues in general business. This course may be repeated once for a total of six credit hours if different topics are studied.

BUSINESS EDUCATION (BE)

491/590. Methods of Business Education, Cooperative Education, and Marketing Education.

Credit 3 hours. Prerequisite: Junior standing. The emphasis is on methods of teaching high school business education subjects and methods of coordinating cooperative office education and marketing education programs.

492/592. Principles and Philosophy of Vocational Education. Credit 3 hours. Prerequisite: Junior standing. History and development of vocational education. The basic principles and philosophies of cooperative vocational education in American schools.

601. Seminar in Business Education. Credit 3 hours. The development, organization, and evaluation of instructional materials and procedures. Basic factors in the development of occupational skills. Current problems in relating the classroom to the business community.

602. Current Problems in Business Education. Credit 3 hours. A course designed to promote professional growth, to stimulate mature thinking, to provide a basis for advanced individual study, and a study of major problems growing out of current issues in Business Education such as word processing applications, management of word processing systems, management information systems and computer literacy.

603. Current Problems in Business Education. Credit 3 hours. A course designed to promote professional growth, to stimulate mature thinking, to provide a basis for advanced individual study and a study of major problems growing out of current issues in Business Education, such as word processing applications, management of word processing systems, management information systems and computer literacy.

604. Current Problems in Business Education. Credit 3 hours. A course designed to promote professional growth, to stimulate mature thinking, to provide a basis for advanced individual study and a study of major problems growing out of current issues in Business Education, such as word processing applications, management of word processing systems, management information systems and computer literacy.

605. Current Problems in Business Education. Credit 3 hours. A course designed to promote professional growth, to stimulate mature thinking, to provide a basis for advanced individual study and a study of major problems growing out of current issues in Business Education, such as word processing applications, management of word processing systems, management information systems and computer literacy.

641. Research in Business Education. Credit 3 hours. Prerequisite: Education 600. Analysis of recent research in business education; application of research findings to the problems of teaching. Conduct a research project.

653. Accounting for School Administrators. Credit 3 hours. The processing of information a study of the business aspects of school administration and other agencies. Areas covered are: accounting principles and practice, both financial and personnel, budgeting theories and practice; investments. Required projects are designed to meet the needs of each participant.

661. Survey in Management. Credit 3 hours. A study of the integration of management functions, theories, and philosophies, with application to efficient business operation.

663. Economics for Elementary and Secondary Teachers. Credit 3 hours. A survey of economic principles specifically designed for elementary and secondary teachers with little or no background in Economics. Attention will be given to the application of economic principles to the solution of current economic problems. Students will be required to develop plans and materials to improve economic education at the elementary and secondary level.

673. The Free Enterprise System. Credit 3 hours. A survey of the American system of free enterprise. Emphasis is given to the business environment; forms of business organization; introduction to our financial, production, and distribution systems; information systems; risk management; and the role of government in business.

691. Readings in Business Education. Credit 3 hours. Directed study of the professional literature and research studies in the field of business, office, and/or distributive education. Course designed to provide knowledge in areas not provided in other courses. Instruction as a class or guided independent study depending upon the needs and number of students enrolled.