

# GENERAL BUSINESS

*Interim Head of the Department:* Professor Antoinette Phillips

*Professors:* Hsing, King, Ramsey

*Associate Professors:* Davis, Lee, Walker, Wallace

*Assistant Professors:* Bowes, McKenzie

*Instructor:* Baraya

## ECONOMICS (ECON)

**102. Elements of Economics.** Credit 3 hours. A course to give non business 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.

**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.

**697. Economic Analysis and Public Policy.** Credit 3 hours. Prerequisites: ECON 201 and ECON 202 or consent of the Department Head. This course applies economic theory such as pricing, market structures, public goods, externalities, cost and benefit analysis, optimization, utility maximization, voter preferences, and others to examine selected public policy issues such as government finance, health care, social security, welfare, income distribution, regulation and deregulation, urban problems, investment in human capital, and other related subjects.

**699. Advanced Econometrics and Math Economics.** Credit 3 hours. Prerequisites: Math 163, MGMT 261, and consent of the Department Head. A study of time series, the ADF unit root test, Johansen co integration test, vector error correction model, VAR, GARCH, optimization with constraints, and other related subjects.

## GENERAL BUSINESS (GB)

**208. Latin American Culture and Communication for Business.** Credit 3 hours. This course is designed to provide business majors with skills necessary to communicate, navigate, and conduct business in Latin American nations.

**420. Latin American Business Environment.** Credit 3 hours. Prerequisite: Senior standing or permission of the Department Head. This course examines the fundamental aspects of the relations between Latin American countries and the regional/international organizations and institutions that support the economic, social, and commercial development between the American.

**470. Independent Study.** Credit 3 hours. Prerequisites: Junior standing. A course designed to provide students with the opportunity to explore any general business concentration area through a special project, assigned readings, or other types of work. Department Head of the designated faculty will approve the proposal of the independent study and monitor the student's progress.

**480. General Business Internship.** Credit 3 hours. Prerequisite: 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 300 hours of approved work is required. A Pass/Fail grade will be given.

**495. Special Topics in General Business.** Credit 3 hours. Prerequisite: Junior Standing. This course is an approach to the examination of contemporary business issues. It provides students with the knowledge and skills necessary to navigate the global marketplace.

## BUSINESS TECHNOLOGY (GBBT)

**123. Basic Keyboarding.** 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 Applications.** Credit 3 hours. Emphasis is on the acquisition of speed and accuracy in keyboarding letters, memos, reports, and other business documents. Students are expected to have a basic knowledge of keyboarding before taking this course.

**130. Basic Word Processing.** Credit 3 hours. Prerequisite: Business Technology 123 or equivalent. Emphasis is on beginning applications of appropriate word processing software using microcomputers. Students will be prepared for the Microsoft Office Specialist Certification for the MS Word Core exam. Exam requires additional fees.

**131. Word Processing and Presentation Applications.** Credit 3 hours. Prerequisite: Business Technology 130 or equivalent. Emphasis are on the mastery of presentation software as well as designing and delivering oral presentations for business environments. Course includes preparation for the Microsoft Office Specialist Certification for the MS PowerPoint Comprehensive exam. MOS exam requires additional fee.

**210. Microcomputer Applications for Business Personnel.** Credit 3 hours. 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. Credit toward the degree will not be granted for both GBBT 210 and CMPS 110.

**215. Database Applications for Business Personnel.** Credit 3 hours. A thorough study of database spreadsheet applications for business personnel. Course includes preparation for the Microsoft Office Specialist Certification for the MS Access exam. MOS exam requires additional fee.

**220. Advanced Spreadsheet Applications for Business Personnel.** Credit 3 hours. A thorough study of the advanced features of spreadsheet applications in business environments. Course includes preparation for the Microsoft Office Specialist Certifications for the MS Excel Core and Expert exams. MOS exams require additional fee.

**223. Advanced Keyboarding.** Credit 3 hours. Prerequisites: GBBT 124. Continued emphasis is on the acquisition of speed and accuracy in all phases of production keyboarding using word processing software.

**231. Word Processing: Desktop Publishing.** Credit 3 hours. Prerequisite: Business Technology 130 or 210. 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.

**253. Electronic Office Procedures.** Credit 3 hours. Prerequisite: GBBT 124 or GBBT 130 or GBBT 210. Emphasis is on skills and abilities needed to perform at the operational level in the modern office. Course includes preparation for the Microsoft Office Specialist Certification for the MS Outlook exam. MOS exam requires additional fee.

**254. Simulations for Business Personnel. Credit 3 hours.** Prerequisites: Business Technology 130 or 210 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.

**435. Communication for International Business.** Credit 3 hours. Prerequisite: Junior or Senior standing. 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.

**495 [395]. Special Topics in Business Communication.** Credit 3 hours. Prerequisite: GBBT 234 or permission of the Department Head. Investigation and presentation of current and relevant business communication issues which can affect achievement in the free enterprise system.

**618. Team Building in Business Communication.** Credit 3 hours. Team development in context of business tasks, small group synergies, and communication processes. Course is applied rather than theoretical in nature and stresses techniques by which business people can motivate groups to behave as teams. Some attention to needs of not-for-profit organizations, virtual (electronic) groups, and cross-cultural diversity.

**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 the Department Head. 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.