

John Chambers College of Business and Economics

Degrees Offered

- Bachelor of Science in Business Administration
 - Accounting
 - Entrepreneurship and Innovation
 - Finance
 - General Business
 - Global Supply Chain Management
 - Hospitality and Tourism Management
 - Management
 - Management Information Systems
 - Marketing
 - Organizational Leadership
- Bachelor of Science
 - Economics
 - Supply Chain Management Science
- Bachelor of Arts
 - Economics

Historical Background

The John Chambers College of Business and Economics was founded in November of 1951 and graduated its first class in the spring of 1953. Since that time, the Chambers College has become one of the largest colleges at West Virginia University. In 1954, the College became fully accredited by The Association to Advance Collegiate Schools of Business (AACSB) International, the gold standard for business accreditation.

The Chambers College is located in the newly opened Reynolds Hall. The facility includes collaborative classrooms and learning labs for virtually every discipline. Advanced technologies connect WVU to the world, from students across campus to companies around the globe. Reynolds Hall is designed to enhance the educational and teaching model and significantly enhance the student experience at WVU's business school.

Mission

Through our people and our values, the WVU John Chambers College of Business and Economics is committed to educating and transforming our students, our state and our world toward greater prosperity, through research and scholarship.

Vision

The WVU John Chambers College of Business and Economics fosters a diverse and inclusive culture and builds business leaders while dedicating ourselves to excellence, innovation, and ethics. We catalyze interdisciplinary solutions that advance economic growth in the state of West Virginia and beyond.

Goals

- Foster and advance the reputation of the Chambers College and its programs
- Recruit, retain, and graduate high-quality students
- Recruit and retain top-notch faculty and staff devoted to the land grant mission of the University and Chambers College
- Continually enhance the educational environment for student learning
- Promote discovery and exchange of knowledge and ideas
- Improve West Virginia's economic health and quality of life

Values

- SERVICE - We seek opportunities to serve others and are committed to providing the highest quality of service.
- CURIOSITY - We ask questions, seek new opportunities and change through innovation.

- RESPECT - We are respectful, transparent and inclusive with each other.
- ACCOUNTABILITY - We perform at our very best every day to create a University that is responsive, efficient and effective.
- APPRECIATION - We support and value each other's contributions as we build a community that is One WVU.

Statement of Quality

The faculty, staff, administrators, and student employees of the John Chambers College of Business and Economics are committed to being responsive, sensitive, and understanding to the needs of the students and to the needs of each other. Our conduct shall be positive, professional, and supportive to all.

Accreditation

Business programs in the John Chambers College of Business and Economics are accredited by The Association to Advance Collegiate Schools of Business (AACSB) International at the undergraduate and graduate levels. AACSB International accreditation assures students and prospective employers that our programs adhere to the highest standards of excellence in worldwide recognized business programs. The Chambers College has maintained full accreditation in the AACSB International since 1954.

Honor Societies

- Beta Gamma Sigma Honorary for Bachelor of Science in Business Administration candidates of all majors.
- Beta Alpha Psi for accounting, finance and management information systems majors.

Technology

The array of technology available to students in the John Chambers College of Business and Economics is impressive. Through coursework and experiential learning opportunities, students develop skills with technology and its application to business. Business students have access to standard and specialized business software, e-mail, and Internet services through three computer labs in the new, innovative Reynolds Hall. Students can receive technology assistance through the new Tech Spot.

Students use the latest word processing, spreadsheet, database, and presentation software. Each student is encouraged to purchase a personal computer. A wireless network provides Internet access from anywhere in Reynolds Hall to students with properly equipped laptop computers. In addition, all general-purpose classrooms have multimedia presentation capabilities, and the building houses a Cybersecurity Lab, the Wehrle Global Supply Chain Lab, the Data Analytics Lab, Roll Capital Markets Center, and an Ideation Hub.

Careers

The John Chambers College of Business & Economics focuses heavily on career preparation services that help our students to secure internship positions and full-time opportunities after graduation. The Center for Career Development (CCD), a resource specifically dedicated to business students, facilitates a variety of recruitment and networking events on campus throughout the year to connect students with diverse employer partners. The CCD team also offers one-on-one career coaching sessions, resume and cover letter reviews, virtual and in-person mock interviews, internship and full-time search assistance, salary negotiation guidance, and more. These networking opportunities and resources, in conjunction with the support of the Center's staff, allow students to expand their networks, gain valuable professional and internship experiences, and ultimately reach their desired career outcomes.

Student Organizations

WVU recognizes 480+ student organizations across academic colleges and areas of interest. Student organizations are a great way to get connected on campus, engage with your peers, and develop new skills. Connect with fellow Mountaineers who share your interests in academic majors, careers and industries, leisure and entertainment activities, political and religious affiliations, and more! Visit <https://wvuengage.wvu.edu/organizations> (<https://wvuengage.wvu.edu/organizations/>) to view the complete list of WVU student organizations, including 16 Chambers College-specific clubs.

Questions?

Contact the team at the Becker Academic Engagement Success Center at be-aesc@mail.wvu.edu or 304.293.7884.

Definition of Good Academic Standing

To remain in good academic standing with the John Chambers College of Business and Economics a student must possess a minimum overall GPA of 2.0 and demonstrate reasonable progress toward completion of the degree requirements. Students may attempt a course three times (including withdrawing); if at the end of the third attempt the appropriate grade was not attained, they will be referred to the Center for Learning, Advising, and Student Success. Students who have a cumulative GPA of below 2.0 after the fall or spring semester will be placed on academic probation and will be required to attend Mid-Year Academy and sign a contract outlining the requirements for removal from probation. Students who fail to complete these requirements will be referred to the Center for Learning, Advising, and Student Success. Students will be suspended after two semesters of academic probation. Students who have been suspended are able to appeal to the College's Academic Standards committee.

The John Chambers College of Business and Economics has high standards of conduct for its students. Any student who has been found to have broken the Code of Student Conduct may be dismissed from the Chambers College.

A minimum grade of C- is normally required in each of the prerequisite courses required for admission to the program or for enrollment in upper-division business (BCOR) or major core courses; however, some academic majors require heightened grade requirements in the prerequisite courses. Please see detailed information on prerequisite courses in the academic major sections that follow.

The John Chambers College of Business and Economics undergraduate students not direct admitted to a major as a first-time freshman or a first-time transfer will declare their major upon successfully completing the pre-business curriculum. A minimum overall GPA of 2.5 is required (2.0 for majors in Entrepreneurship and Innovation, General Business, and Hospitality and Tourism Management). At the beginning of the semester in which students intend to complete the prerequisite courses, they will meet with their academic advisor to review the student's transcript to determine if all prerequisite courses have been taken with the required grade in order to move into the desired major. Once verified, the advisor will complete an Academic Status Update, declaring the student's major.

This publication was produced well in advance of the start of the academic year; therefore, students are advised to review current academic program requirements on the College's website.

Classes Taken at Other Institutions

Business and economics majors may petition the Chambers College to complete upper-division business administration coursework out of residence, provided the courses are completed at other AACSB-accredited institutions. Courses must be approved by the dean or designee of the College before registering at another institution. Ordinarily, required business courses must be taken at WVU.

Up to 15 hours of upper level coursework will be accepted in transfer. A maximum of six hours of work taken prior to admission may be applied to the major and must be transferred from an AACSB-accredited institution. A maximum of nine hours will be accepted for upper level BCOR courses and do not have to be from an AACSB-accredited institution. BCOR 460 must be taken in residence. Courses taken at two-year institutions will not be given upper level credit.

Maximum and Minimum Load

A minimum of twelve hours in a semester is required for full-time status in the John Chambers College of Business and Economics. The maximum load in the Fall and Spring semesters is twenty hours. The maximum load in the Summer semester is fourteen hours. Exceptions to the minimum or maximum load require approval of the student's academic advisor before registration. Students seeking to withdraw from individual courses must seek approval from their academic advisor whenever the remaining load falls below the required minimum, even though all other conditions supporting the request for the individual course withdrawal may be in order.

Undergraduate Advising

Professional academic advisors assist students with academic planning in the Office of Undergraduate Programs and Advising, Room 2200, Reynolds Hall, (304) 293-4959. Students are required to meet with their advisor each semester to maintain degree progress. For students who need immediate assistance, walk-in hours are available daily. Course scheduling and graduation certification are also administered by this office.

REGULATIONS AFFECTING DEGREE COMPLETION

Consistent with University requirements, a student has seven years from the first semester at WVU to complete the requirements. After seven years, the student will have to meet the requirements of a later catalog that is no more than seven years old when the student completes his or her studies. With the consent of the student's advisor and dean, a student may choose to meet the conditions published in a later catalog.

Transfer or returning students who have upper-division business or economics coursework completed more than seven years prior must have that coursework evaluated by the Chambers College before the credit may apply to a degree awarded by the Chambers College.

Regarding pass-fail courses, University regulations limit full-time students with a 2.0 GPA or higher to a maximum of four semester hours each term. Courses taken for pass-fail grading must be unrestricted (free) electives.

Students are permitted to apply a maximum of six semester hours of Professional Field Experience (491) toward a business administration or economics degree. Some academic departments prohibit or limit the use of Professional Field Experience towards requirements in the major. Students should consult an academic advisor to ascertain how Professional Field Experience applies to a respective degree program.

Students are required to complete a minimum of 90 credit hours, or 30 of their final 36 credit hours of study at WVU. Students must have completed 120 credit hours, met all degree requirements, and possess a cumulative GPA of 2.0 and a major GPA of 2.0, in order to be eligible for graduation.

Multiple and Concurrent Bachelor's Degrees

If a student seeks to earn two bachelor's degrees simultaneously, the student must meet all requirements for both degrees.

Students seeking to double-major in the John Chambers College of Business and Economics may use a maximum of 6 credit hours toward both majors. Those majoring and minoring in the College may use no more than 6 credit hours toward the major and the minor.

The student must complete all University GEF requirements, all Chambers College pre-business and core requirements, and must satisfy the course requirements of one of the College's majors (See Requirements for Degrees).

International Opportunities

The John Chambers College of Business and Economics offers students a number of opportunities to add an international dimension to their studies by participating in programs that span the globe. We currently offer three-credit hour short-term study abroad courses and semester-long experiences.

Short-term programs

Each Summer and Spring Break, the Chambers College coordinates several seven to ten day faculty-led study abroad experiences where a student can earn up to three credit hours. These courses and trips include the destinations such as Brazil, China, India/Nepal, Dubai, and Bahrain. We expect to be adding Thailand in the near future.

Dubai. This Spring Break course focuses on the concepts of creativity (exploring original ideas in business) and innovation (coming up with a new method or process for both products and services to plan and implement these creative ideas). To achieve these goals and course objectives, students will participate in a study abroad program with an emphasis on creativity and innovation. They will analyze several businesses concepts in Dubai and how the city has transformed from a fishing village to an oil dependent economy and now a global trade and business hub. One of the goals of the course is to offer students key insights on international business and how external factors such as economic, social, cultural, and political trends, as well as competition and technology plays a critical role in transforming a city, organization, and business. Students will have an opportunity to visit several businesses in the area to gather these insights during the trip. Students will spend 10 days abroad and complete required coursework during and after the trip. This course offers key insights into the lives of expatriates in Dubai and opportunities for students to work in a foreign environment. For more information on this program, please contact Dr. Ajay Aluri at Ajay.Aluri@mail.wvu.edu.

Guatemala/Costa Rica. This seven-day Spring Break program explores both the coffee bean industry and Mayan culture in Guatemala and Costa Rica. With Morgantown's Mountaineer Roasting Company as our guide, we will travel to both countries to observe operations at coffee bean farms. Students will be provided with hands on experience to include picking of beans, processing, sampling and quality control, preparation for shipping, and seaport operations. This unique experience will give students an appreciation for the complexities of the coffee bean industry and international business practices outside of the textbook. In addition, we will spend 2 days in Tikal to explore a complex of Mayan ruins in the rainforests of northern Guatemala. Historians believe that the more than 3,000 structures on the site are the remains of a Mayan city called Yax Mutal, which was the capital of one of the most powerful kingdoms of the ancient empire. We will also experience Central American business and culture in both countries. In addition to the wonders of Guatemala, you will see that Costa Rica is incredibly diverse, with two coastlines, rainforests, and a host of volcanic regions and waterfalls. For more information on this program, please contact Dr. David Dawley at David.Dawley@mail.wvu.edu.

Greece. This study abroad trip to Greece offers a dynamic immersion into the country's economic landscape, cultural heritage, and business environment. The trip typically includes visits to major economic hubs like Athens and Thessaloniki, where students engage in interactive seminars and workshops led by local experts and business leaders. These sessions delve into topics such as Greek business practices, entrepreneurship, international trade, and the impact of historical and cultural factors on modern business operations. Additionally, excursions to key historical sites such as the Acropolis and Delphi provide valuable insights into Greece's rich history and its influence on contemporary business dynamics. Networking opportunities with Greek entrepreneurs, company visits, and case studies further enhance the learning experience, offering students a holistic understanding of Greece's business ecosystem within a global context. For more information on this program, please contact Dr. David Dawley at David.Dawley@mail.wvu.edu.

India. Traveling alongside experts on global supply chain management who have lived and worked in India you will gain a unique appreciation from your experience. From visiting Reliance Industries, India's largest retailer and business conglomerate, to experiencing India's iconic World Heritage sites such as the Taj Mahal (considered one of the modern wonders of the world) to a candid behind-the-scenes look at the exciting world of Bollywood and India's contribution to the cornerstones of global popular culture, you will gain a new appreciation of India's diverse role in the global economy. The Faculty Co-Lead's extensive network will afford you exclusive opportunities to network with India's government, business, and academic leaders. These networks will be invaluable as you progress in your career, as several global and virtually all Fortune 500 companies either do business with companies in India or are operating in India. As you travel between India's Capital, New Delhi, in the north and India's cultural and financial capital, Mumbai on the west coast, you will experience the diversity in culture, food, language, clothing, climate, and many other socio-political factors that will provide you an appreciation for the complexity of doing business in India. In addition to the outstanding study-abroad experiences of company and supply chain site visits, you will have an exclusive experience of India reserved for a select few visitors. For more information on this program, please contact Dr. John Saldanha at jpsaldanha@mail.wvu.edu.

Japan. This trip and related course incorporates a study abroad program with a dual focus on business and consumer culture. Students will visit Japan to obtain first-hand experience with local business professionals, collegiate peers, and others living in Japan. The experience allows students interested in international business to explore foreign economic, technological, social, and cultural environments via company tours, campus visits, and cultural immersion activities. Students will spend time in Japan and complete the required coursework during and after the trip. This study abroad course also provides an opportunity for students giving thought to whether a foreign environment would be something they would enjoy. For more information on this program, please contact Dr. Laurel Cook at Laurel.Cook@mail.wvu.edu.

Thailand. In this excursion to Thailand, you will interact with local businesses, floating markets, street markets, temples, Hill-Tribe villages, and a coconut farm. Students will have hands-on experiences with local handicrafts such as weaving silk, dying fabrics, pottery, and cooking Thai food. This unique experience will give students an appreciation for the complexities of entrepreneurship in a developing economy in a postcolonial world. Students will be provided with a full immersion of Thai Culture and that of Southeast Asia. For more information on this program, please contact Dr. Susan Lantz at Susan.Lantz@mail.wvu.edu.

Panama/Global Business Brigades. This student organization driven experience will work with the international organization Global Brigades to conduct a 'Business Brigade' to Panama over Spring Break. The project has been organized into 1-credit course that will prepare throughout the Spring semester for delivery on the on-ground projects with local businesses and entrepreneurs. In Panama, students will 1) work with local entrepreneurs and community banks in Panama to identify business opportunities and facilitate small business growth, and 2) provide financial literacy education to local Panamanian community members.

Semester-long programs

The John Chambers College of Business & Economics proudly participates in all WVU Education Abroad commissioned semester-long exchange programs. This program is aligned with accredited and prestigious schools around the world, including institutions in Australia, Brazil, China, France, Germany, Hong Kong, Italy, Ireland, Israel, Japan, South Korea, Spain, and the United Kingdom. There, you will spend a full semester earning course credit.

In addition, we have a special arrangement through a consortium in Italy with thirty-four schools for the purpose of providing international study opportunities for their students. The consortium's classes are held on a campus in Paderno del Grappa, Italy. Paderno is in northern Italy about thirty miles northwest of Venice. Students have the opportunity to attend either for a full semester or for a summer session. All classes are taught in English by faculty from the consortium universities with the students also being from the consortium member schools. Students who attend have the opportunity to take upper-division business, language, culture, and other specialized classes. Students pay tuition and fees as well as room and board to the consortium. The contact person for the Italy program is the College's coordinator of international studies.

For more information about any semester-long international program or internships, please visit WVU Abroad (<https://wvuabroad.wvu.edu/>).

ADMINISTRATION

DEAN

- Joshua Hall - Ph.D. (West Virginia University)
Economics

ASSOCIATE DEAN FOR ACADEMIC AFFAIRS AND RESEARCH

- Brad Humphreys - Ph.D. (Johns Hopkins University)
Economics

ASSOCIATE DEAN FOR UNDERGRADUATE AND GRADUATE PROGRAMS

- Rebel Smith - Ed.D. (University of Arkansas)
Higher Education Administration

ASSISTANT DEANS

- Susan Catanzarite - J.D. (West Virginia University)
Assistant Dean for Undergraduate Programs
- Abigail Esguerra - M.A. Communication Studies (West Virginia University)
Assistant Dean of Development
- John Lympany - E.D. (Spalding University)
- Heather Richardson - M.B.A.; M.P.A. (West Virginia University)
Assistant Dean of Communications, Engagement and Impact
- Julie Turner-Maramba - M.Ed. (Frostburg State University)
Assistant Dean for Graduate Programs

Accreditation

The following programs within the College of Business and Economics have specialized accreditation through the Association to Advance Collegiate Schools of Business International (AACSB).

- Accounting
- Economics
- Entrepreneurship and Innovation

- Finance
- General Business
- Global Supply Chain Management
- Hospitality and Tourism Management
- Management
- Management Information Systems
- Marketing
- Organizational Leadership

Admission to the Chambers College

The John Chambers College of Business and Economics offers admission to eligible freshmen. Students interested in pursuing the degree of Bachelor of Science in Business Administration, or the degree of Bachelor of Science in Economics, or the degree of Bachelor of Arts in Economics are encouraged to apply to the University online at <http://apply.wvu.edu/>.

Admission for First Time Freshmen

The John Chambers College of Business and Economics offers two different classifications of admission to first time freshmen. Students are eligible for direct admission to a major or general admission to Business. Students offered direct admission to a major may select from one of eleven academic majors: Accounting, Economics, Entrepreneurship and Innovation, Finance, General Business, Global Supply Chain Management, Hospitality and Tourism Management, Management, Management Information Systems, Marketing or Organizational Leadership. Please review the table below to verify your admission eligibility.

1. **Direct Admission to Major** - 3.0 HS GPA
2. **Admission to Business** - admitted to WVU AND a Math score of 19 on the ACT OR 510 on the SAT OR a score of 30 on the ALEKS placement exam.

Students who take the ACT or SAT more than once should note that WVU superscores results. The highest ACT and SAT scores are combined to determine eligibility for admission. Students who satisfy the requirements for admission to WVU but not those stated above will be admitted to the Center for Learning, Advising, and Student Success until they are eligible for admission to the John Chambers College of Business and Economics.

The Admission Requirements above will be the same for the 2024-2025 Academic Year.

Admission for Transfer and International Students

To be admitted into the John Chambers College of Business and Economics, all non-first time freshmen students are required to have a 2.25 minimum cumulative GPA and the eligibility to take College Algebra.

GPA calculation for admission is computed using all (transferable) baccalaureate coursework attempted at regionally accredited institutions. All students entering the John Chambers College of Business and Economics who do not qualify for direct admission to a major as freshmen will declare their major once the pre-business curriculum has been completed and the appropriate grades and GPA have been reached. International students who do not have an ACT/SAT/ALEKS score will be admitted to CLASS until the appropriate level of Math and minimum GPA of 2.25 is reached.

The Admission Requirements above will be the same for the 2024-2025 Academic Year.

Progression to the Major and Eligibility to Enroll in Upper-Division Business Courses

Students are asked to refer to the individual major pages for admission to the major and eligibility to enroll in upper-division business courses.

Degree Designation Learning Outcomes

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBAD)

1. **Critical Thinking** - Graduates will be able to think critically and determine appropriate actions.
2. **Teamwork** - Graduates will be able to deal with the dynamics of individuals and teams within organizations.
3. **Global Awareness** - Graduates will recognize the opportunities and challenges associated with the global marketplace.
4. **Ethics** - Graduates will have an appreciation of the ethical, legal, and regulatory issues impacting the decision-making process.
5. **Functional Knowledge** – Graduates will be able to demonstrate and apply the basic concepts in each of the following areas: accounting, economics, finance, management, management information systems, and marketing.

Becker AeSC

The Becker Academic Engagement and Success Center (AeSC) is a study center with presentation practice rooms, group work centers, computer bays and tutors on hand to assist students in a variety of business and communication subjects. It pulls together separate pedagogically-based programs that

rely on peer assisted tutoring, review, and coaching skills to help our students become better scholars, writers, speakers, and professionals-in-training. Becker AeSC selects student leaders and trains them to run review sessions, become better communicators, and model successful student behaviors. The Center also coordinates relationships between Chambers College freshman, faculty, and the Adventure West Virginia Program.

Visit our website at: <https://business.wvu.edu/students/aesc>

Center for Career Development

The Center for Career Development (CCD) guides students in identifying career opportunities that fit with their skills, interests, and aspirations. We facilitate specialized programs, generate internship and full-time opportunities, and build connections between students, alumni, and employers.

All Chambers College students and alumni can take advantage of the CCD's services:

- Individualized career exploration, planning, and job search strategies
- Strengths-based coaching with a Gallup Certified Strengths Coach
- Peer career coaching sessions through the Career Studio
- One-on-one resume and cover letter creation
- Mock interviews, both virtual and in-person
- Graduate school preparation
- Job shadowing opportunities and company site visits
- Career fairs, networking events, and professional development workshops
- On-campus interviews with nationwide employers hiring for internships and full-time roles
- Handshake, WVU's premier job portal, where thousands of internships and full-time jobs are posted annually
- Professional attire through the Gloria Jean Rosenthal Career Closet

Visit our website at <https://business.wvu.edu/centers/center-for-career-development> (<https://business.wvu.edu/centers/center-for-career-development/>) for details.

Roll Capital Markets Center

The Roll Capital Markets Center is a state-of-the-art research and training facility. The center is equipped with Bloomberg terminals, the market leader in real-time data, news and analytics for finance professionals. The Center is extensively utilized by student analysts in the Student Managed Investment Fund (SMIF) to conduct equity research, macroeconomic analysis, and other data analytics to make informed decisions regarding their real-money portfolio. Beyond the realm of investment strategies, the center serves as a training ground for finance students preparing for cutting edge finance industry certifications. Moreover, the lab's resources are instrumental for students working on experiential learning projects, not only in finance courses but across a spectrum of business disciplines, providing a hands-on approach to education that prepares students for the challenges and dynamics of the business world.

Research and Outreach Centers

BUREAU OF BUSINESS AND ECONOMIC RESEARCH

Since the 1940s, the BBER's mission has been to serve the people of West Virginia by providing the state's business and policy-making communities with reliable data and rigorous applied economic research and analysis that enables the state's leaders to design better business practices and public policies. Our goal is to be the premier applied economics research organization serving West Virginia's government and business leaders for economic research, forecasting, and policy analysis and, as such, help fulfill a key part of West Virginia University's mission as a land-grant institution.

Active programs include:

- West Virginia Economic Outlook with economic forecasts of the state and its regional economies
- West Virginia Public Policy Program with studies on state and local public finance and the implication of national policies on the state level
- Demographic Program with population projections and socioeconomic studies
- Industry Studies Program focuses on major industries including energy, manufacturing, tourism, and the arts
- Target industry and labor market studies
- Statewide and regional economic outlook conferences and briefings
- Special studies for the State of West Virginia and local governments in the state

Publications include:

- The West Virginia Economic Outlook
- Regional West Virginia Economic Outlook
- County Data Profiles

Visit our website at: <https://business.wvu.edu/centers/bureau-of-business-and-economic-research> (<https://business.wvu.edu/centers/bureau-of-business-and-economic-research/>) for details.

CENTER FOR ASIAN BUSINESS

The Center for Asian Business housed at the West Virginia University John Chambers College of Business and Economics, is dedicated to advancing research, education, and business practices relate to Asia. Our goal is to provide our students, faculty, and business entrepreneurs with a comprehensive and diverse business and cultural exposure through promoting conducting cutting-edge research, offering innovative programs and initiatives, and fostering partnerships and collaborations with industry, academia, and communities in Asia and beyond.

Visit our website at: <https://business.wvu.edu/research-outreach/center-for-asian-business>

CENTER FOR FINANCIAL LITERACY AND EDUCATION

The Center for Financial Literacy and Education promotes financial literacy and education in the state of West Virginia through experiential learning opportunities, faculty engagement in research initiatives and collaborations, and the promotion of better financial decision making.

The Center is divided into four pillars: banking, insurance, personal finance, and investments. These pillars serve as a foundation and create a strong tie to our mission: 1) to prepare students for careers in finance via curriculum and experiential learning; 2) to serve corporate partners by facilitating access to WVU's best and brightest students, and 3) to provide leading-edge research and consulting for high-performance organizations.

Visit our website at <https://business.wvu.edu/research-outreach/center-for-financial-literacy-and-education> (<https://business.wvu.edu/research-outreach/center-for-financial-literacy-and-education/>)

CENTER FOR FORENSIC BUSINESS STUDIES

The College of Business and Economics in collaboration with the WVU Forensic Science Institute offers several programs meeting the needs of the forensic community. These initiatives include:

(1) The FORESIGHT Project which assists forensic science laboratories in standardizing definitions for performance metrics to evaluate work process while linking financial information to work tasks and functions.

(2) The Masters in Forensic and Fraud Examination (MS-FFE) and the Forensic Accounting and Fraud Examination Certificate (FAFE) expose students to practicing experts, real-world and simulated case examinations and nationally renowned faculty. The real world, hands-on experiential case examinations, including written and oral communications, in the classroom prepares students for successful careers.

Visit our website at <https://business.wvu.edu/graduate-degrees/forensic-accounting-fraud-examination-graduate-certificate> (<https://business.wvu.edu/graduate-degrees/forensic-accounting-fraud-examination-graduate-certificate/>) for more details.

CENTER FOR FREE ENTERPRISE

Founded in 2014, the mission of the WVU Center for Free Enterprise is to advance teaching, research, and outreach on the free enterprise system and how this system relates to increased prosperity and quality of life within West Virginia and around the world. The Center primarily provides research-related support for its affiliated faculty and graduate students. CFE-affiliated Ph.D. students receive assistantships and are provided the opportunity to attend professional conferences and present their research. The Center organizes a weekly seminar series for its graduate students and hosts a reading group. In addition, the Center provides a two week summer workshop teaching cutting edge empirical methods to graduate students across the country.

Visit our website: <https://business.wvu.edu/research-outreach/center-for-free-enterprise>

CENTER FOR RESPONSIBLE GAMING RESEARCH AND INDUSTRY DEVELOPMENT

The passing of House Bill 5668 gives access to transactional data and metrics from the gaming industry that will provide Chambers faculty and students the opportunity to better understand consumer activity and behavior, industry standards and economic trends that support our RI and land-grant missions. The Center will provide this research to the state to advance understanding of consumer behavior around gaming.

DATA DRIVEN WEST VIRGINIA

Data Driven WV (DDWV) is an outreach center within the Department of Management Information Systems at West Virginia University, committed to advancing the state's prosperity and economic health through data-driven and technical solutions. Our experiential learners, comprising undergraduate and graduate students from diverse fields, collaborate with faculty and staff to provide real-world problem-solving for our partners.

Our vision is to leverage the analytical and technical skills taught at WVU's John Chambers College of Business and Economics to support West Virginia and its people through targeted outreach, education, and research. Founded in 2019 by a group of Business Data Analytics students, DDWV has since expanded to coordinate experiential learning projects, advise the state on data-related matters, and offer on-demand analytical and technical services to organizations of all sizes.

DDWV is a learning space to nurture the next generation of data scientists, cybersecurity, and analytics professionals. From artificial intelligence to data science to development of infrastructure to policy recommendations, DDWV gives students an opportunity to lead. By partnering with industry leaders

who share our goal of bridging the digital divide, we enable students to gain real-world experience through capstones, employment, and extracurricular activities, preparing them for future careers. As a proud R1 research land grant university, DDWV also supports the academic and research efforts of the Chambers College faculty, collaborating with colleagues across WVU on leading research projects.

While primarily focused on the academic programs of Chambers College Business Data Analytics and Business Cybersecurity Management, and Management Information Systems, DDWV also works with faculty and students from other departments and colleges on projects of varying sizes and scopes. As a multidisciplinary hub, we offer a consistent engagement experience for industry, state, and non-profit partners, striving to positively impact our state and students through innovative solutions.

Visit our website at <https://business.wvu.edu/research-outreach/data-driven-wv> (<https://business.wvu.edu/research-outreach/data-driven-wv/>)

ENCOVA CENTER FOR INNOVATION AND ENTREPRENEURSHIP

Established in 2002, the Encova Center for Innovation and Entrepreneurship serves the entire University community and beyond. The Center's mission is to promote entrepreneurship education that leads to economic development. The Center supports the major and minor in Entrepreneurship -more information may be found under the Management section of the catalog. The Center hosts Ignite WV, a pitch competition in which residents across West Virginia, with the help of trained professionals, develop business plans for their business ideas to be judged by a panel of experts. During the final round of competition seed funds are distributed to help start or grow their business in the state. Through partnerships, the Center also actively participates in an internship program that provides students with real world experience. The Center is also partnered on several grants with the Benedum Foundation and Appalachian Regional Commission.

Visit our website at <https://business.wvu.edu/research-outreach/encova-center-for-innovation-and-entrepreneurship> (<https://business.wvu.edu/research-outreach/encova-center-for-innovation-and-entrepreneurship/>) for details.

KENDRICK CENTER FOR AN ETHICAL ECONOMY

Founded in 2022 with a generous donation from Ken and Randy Kendrick, the Kendrick Center for an Ethical Economy creates value for West Virginians by deepening existing ethics and economics education through the following projects:

- Kendrick Educators Program (<https://business.wvu.edu/research-outreach/kendrick-center-for-an-ethical-economy/#fellows>) supports West Virginia teachers to pursue a Masters of Science in Economics degree at West Virginia University with the goal of providing an economist to every community across the State.
- Kendrick Fellows Program (<https://business.wvu.edu/research-outreach/kendrick-center-for-an-ethical-economy/#fellows1>) identifies talented West Virginia University undergraduate students, provides them a world-class education in ethics and economics, and incentivizes them to contribute in the Mountain State after graduation.
- Economics 201 Program (<https://business.wvu.edu/research-outreach/kendrick-center-for-an-ethical-economy/#econ>) provides scholarships for West Virginia high school students to take ECON 201 at West Virginia University while still enrolled in high school.

The Kendrick Center for an Ethical Economy is breaking new ground in what business ethics means in a business college. It supports multiple new faculty hires, all of whom elevate the research, teaching, and outreach mission of the Chambers College of Business and Economics and West Virginia University.

Visit our website at: <https://business.wvu.edu/research-outreach/kendrick-center-for-an-ethical-economy>

KNEE REGULATORY RESEARCH CENTER

Established in 2016, The Knee Regulatory Research Center (KRRC) is an academic research center currently housed in the John Chambers College of Business and Economics at West Virginia University. The mission of KRRC is to produce high-quality research on the effects of government regulation and to communicate the results broadly to inform real world change. In addition to hosting a national database of occupational regulation, the Center maintains a community of scholars and policy experts, supports emerging scholars, and organizes academic conferences and panels exploring the effects of certificate of need, occupational regulation, and scope of practice. Our team is willing to assist state governments or policy groups by providing research-based analysis of policy and reform. Our website (<http://csorwvu.com/>) highlights our state reports, previous grants, achievements, newsletters, and legislative testimonies.

STUART M. AND JOYCE N. ROBBINS CENTER FOR GLOBAL BUSINESS AND STRATEGY

The Stuart M. and Joyce N. Robbins Center for Global Business and Strategy was established through an endowment to the John Chambers College of Business and Economics. The mission of the Center is to support research, education, and outreach activities related to global business and strategy focusing on G-20 countries. Through the Center, the Chambers College has developed student and faculty exchanges with top universities in G-20 countries. For example, students may pursue studies in Australia, Brazil, China, France, Germany, Hong Kong, Italy, Ireland, Israel, Japan, South Korea, Spain, and the United Kingdom, to name a few.

The Center is also responsible for developing stronger connections with international institutions and global business enterprises.

Visit our website at <https://business.wvu.edu/centers/robbins-center-for-global-business-and-strategy> (<https://business.wvu.edu/centers/robbins-center-for-global-business-and-strategy/>)

Labs

BEHAVIORAL ECONOMICS AND SITUATIONAL TESTING (BEAST) LAB

The BEAST Lab uses experimental methods to explore behavioral questions in economics and related fields, focusing on projects that make a difference for marginalized communities. Current research emphasizes education mentoring, identity and gender, currency stability, team formation, group identity cohesion, effects of propaganda and much more. Undergraduate students can join the BEAST Lab as research apprentices through the RAP program. They can learn from active graduate students in the lab, assist with research and data analysis, and develop their own research skills.

DR. RANDY AND KAREN EVANS CYBERSECURITY LAB

The Dr. Randy and Karen Evans Cybersecurity Lab in the John Chambers College of Business and Economics, located in Reynolds Hall is a cutting-edge teaching, research, and service laboratory, modeled as a modern Security Operations Center (SOC). The mission of this lab is to transform West Virginia University and the state of West Virginia into a national leader in cybersecurity research, service, and education. Within this lab, students and faculty conduct research on a variety of cybersecurity topics including vulnerability detection, software security, IT-OT architecture, industrial control systems, cybersecurity workforce development, and security operations. Furthermore, this lab serves as the Chambers College hub for industrial outreach and experiential learning cybersecurity projects, where students and faculty directly contribute to West Virginia University's land-grant mission through assisting business and organizations within and beyond the state with tackling their cybersecurity problem sets and improving their cybersecurity posture. This lab also serves as a training ground for Management Information Systems (MIS), and Business Cybersecurity (CYBR) students to train and hone their cybersecurity skills in preparation for national- and international-scale competitions such as the NATO Locked Shields exercise. Finally, this lab serves as the training hub for cybersecurity students seeking to pass rigorous, technical industry cybersecurity certification exams, which are a frequent pre-requisite for employment in the cybersecurity field.

NEMACOLIN HOSPITALITY INNOVATION AND TECHNOLOGY LAB

The Nemaocolin Hospitality Innovation and Technology Lab at WVU aims to foster innovation and technological advancements in the hospitality industry. Through cutting-edge interactive tools like Internet of Things (IoT), Augmented Reality (AR) and Virtual Reality (VR) devices, HIT Lab partners can access various hospitality software and applications. The lab's purpose is to develop, test and evaluate new information technologies, conduct research projects and offer training for both students and the hospitality workforce. It provides state-of-the-art analytical tools and statistical software for data collection and analysis, enabling students to tackle real-life industry problems and trends.

WEHRLE GLOBAL SUPPLY CHAIN LAB

The purpose of the SCM lab is to provide a physical space for an immersive and stimulating environment for its users to explore their curiosity to learn and discover new solutions and build skills for the digital supply chain. Primary objectives are to:

- Enable interactions among scholars from various colleges in the university to tackle supply chain issues across disparate industries such as energy and healthcare,
- Facilitate interactions between scholars and practitioners from for-profit, non-profit and government organizations,
- Provide a venue for industry partners to engage in imagining, testing and piloting new data driven tasks and processes,
- Enrich lab users' experiential learning experiences using VR and AR technology that will immerse them in the digital supply chain.
- Leverage adaptive manufacturing to both develop innovative learning modalities and imagine new discoveries to transform practice,
- Build lab users' proficiency in augmented analytics to leverage ML and A-I to develop predictive and prescriptive insights from large, varied data,
- Allow lab users to interact with and manipulate autonomous machines to stimulate immersive learning as well as discover new ways to deploy these machines to achieve supply chain process objectives, and
- Offer opportunities to simulate physical, digital and melded environments, such as IoT, for learning and discovery. <https://business.wvu.edu/research-outreach/center-for-asian-business>

John Chambers College of Business and Economics Minors

- Accounting (<http://catalog.wvu.edu/undergraduate/minors/accounting/>)
- Business Cybersecurity (<http://catalog.wvu.edu/undergraduate/minors/businesscybersecurity/>)
- Business Data Analytics (<http://catalog.wvu.edu/undergraduate/minors/buda/>)
- Business Ethics and Prosperity (<http://catalog.wvu.edu/undergraduate/minors/businessethics/>)
- Economics (<http://catalog.wvu.edu/undergraduate/minors/economics/>)
- Entrepreneurship (<http://catalog.wvu.edu/undergraduate/minors/entrepreneurship/>)
- Esports Management (http://catalog.wvu.edu/undergraduate/minors/esports_management/)
- Finance (<http://catalog.wvu.edu/undergraduate/minors/finance/>)
- General Business (http://catalog.wvu.edu/undergraduate/minors/general_business/)

- Hospitality and Tourism Management (http://catalog.wvu.edu/undergraduate/minors/hospitality_and_tourism_mgmt/)
- Insurance (<http://catalog.wvu.edu/undergraduate/minors/insurance/>)
- International Business (<http://catalog.wvu.edu/undergraduate/minors/internationalbusiness/>)
- Nonprofit Management (<http://catalog.wvu.edu/undergraduate/minors/nonprofitmanagement/>)
- Marketing (<http://catalog.wvu.edu/undergraduate/minors/marketing/>)
- Professional Sales (<http://catalog.wvu.edu/undergraduate/minors/professionalsales/>)
- Real Estate (http://catalog.wvu.edu/undergraduate/minors/real_estate/)

Note: Students may only declare two minors from the John Chambers College of Business and Economics.

Courses

- Accounting (ACCT) (p. 11)
- Business Core (BCOR) (p. 13)
- Business Cybersecurity (CYBR) (p. 14)
- Business Data Analytics (BUDA) (p. 15)
- Business Ethics (BETH) (p. 15)
- Business Law (BLAW) (p. 16)
- Economics (ECON) (p. 16)
- Entrepreneurship (ENTR) (p. 18)
- Finance (FIN) (p. 19)
- Global Supply Chain Management (GSCM) (p. 21)
- Hospitality and Tourism Management (HTOR) (p. 22)
- Human Resource Management (HRMG) (p. 23)
- International Business (INBS) (p. 23)
- Management (MANG) (p. 24)
- Management Information Systems (MIST) (p. 24)
- Marketing (MKTG) (p. 25)
- Organizational Leadership (ORGL) (p. 27)

ACCOUNTING (ACCT)

ACCT 201. Principles of Accounting 1. 3 Hours.

This course introduces basic concepts of financial and managerial accounting with emphasis on how accounting reports are used by internal and external users.

ACCT 202. Principles of Accounting 2. 3 Hours.

PR: ACCT 201 with a minimum grade of C-. This course introduces financial accounting concepts and reporting with an emphasis on measuring, recording and reporting transactions for business entities.

ACCT 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ACCT 298. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study, or research.

ACCT 311. Intermediate Accounting. 3 Hours.

PR: WVU sections require ACCT 201 and ACCT 202 with a grade of B- or better in each and PR or CONC: ACCT 321, WVUIT sections require ACCT 201 and ACCT 202 with a grade of C- or better. Development of accounting theory and practice, with emphasis on asset accounting.

ACCT 312. Intermediate Accounting. 3 Hours.

PR: ACCT 311 with a grade of C- or better. Theory and practice of accounting for liabilities, revenue recognition, and stockholders' equity; financial statement preparation.

ACCT 321. Introduction to Accounting Systems. 3 Hours.

PR: ACCT 202 with a minimum grade of B- and (CS 101 or BCOR 121) with a minimum grade of C-. Manual and automated accounting procedures emphasizing the accounting cycle, internal controls, and data analysis software certification.

ACCT 322. Accounting Systems. 3 Hours.

PR: ACCT 321 and BCOR 330 with a minimum grade of C- in each. Analysis of accounting data using current technologies to assist in accounting and business decisions.

ACCT 331. Managerial Accounting. 3 Hours.

PR: ACCT 201 with a minimum grade of C-. This course is intended for non-accounting majors. Analysis of internal accounting practices with emphasis on use of data for performance evaluation, control, motivation, through accounting systems, and decision-making. (No credit available to students having credit for ACCT 431 and ACCT 432.).

ACCT 393. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ACCT 415. Advanced Accounting. 3 Hours.

PR: ACCT 312 and (ACCT 321 or ACCT 323). Accounting for business combinations, consolidations, foreign currency translation, governmental and nonprofit entities, and equity method investment accounting.

ACCT 425. Accounting Analytics. 3 Hours.

PR: ACCT 311 and ACCT 321 with a minimum grade of C- in each. This course introduces students to higher order business analytics methods, and topics that impact the way businesses make decisions that are relevant to the field of accounting. Topics such as data collection, data technologies, and data mining are covered focusing on impacting business outcomes. Cannot get credit for both ACCT 425 and BUDA 450.

ACCT 426. Analytics for Accounting Analysis. 3 Hours.

PR: (ACCT 425 or BUDA 450) with a minimum grade of C-. This course enables students to use higher order concepts and models in data mining that impact business that are relevant to the field of accounting. Concepts such as supervised and unsupervised learning will be covered, with a focus on business outcomes, cases, and communication. Cannot get credit for ACCT 426 and BUDA 451.

ACCT 427. Accounting Information Systems Audit. 3 Hours.

PR: ACCT 321 with a minimum grade of C-. Course provides an overview of the information technology (IT) audit function from an information systems administration perspective. This course will examine in detail how to build and manage an effective IT audit operation capable of analyzing, assessing, and evaluating physical, technical, and operational cybersecurity controls using information systems auditing standards and frameworks.

ACCT 431. Cost Management. 3 Hours.

PR: ACCT 202 with a minimum grade of B-. Strategic cost management concepts and techniques used for decision making, control, and product and service costing.

ACCT 440. Introduction to Income Taxation Accounting. 3 Hours.

PR: ACCT 311 with a minimum grade of C-. This course provides an introduction and overview of overview of U.S. federal income taxation of individuals, partnerships, corporations, and property transactions.

ACCT 441. Individual Income Tax Accounting. 3 Hours.

PR: ACCT 440 with a minimum grade of C-. An advanced study of Federal income taxation of individuals, flow-through entities, and property transactions.

ACCT 442. Entity Income Tax Accounting. 3 Hours.

PR: WVU sections require ACCT 440 with a minimum grade of C-, WVUIT sections require ACCT 441 with a minimum grade of C-. An advanced study of Federal income taxation of corporations, estates, trusts, exempt organizations, multi-state and international transactions, and financial reporting obligations related to tax transactions.

ACCT 445. Corporate Financial Management. 3 Hours.

PR: (ACCT 311 or ACCT 321) with a minimum grade of C-. This course provides students with the essential competencies associated with corporate financial management / controllership, including cash management, performance measurement, budgeting, fraud prevention and establishing codes for corporate ethical behavior.

ACCT 446. Internal Auditing. 3 Hours.

PR: (ACCT 311 or ACCT 321) with a minimum grade of C-. This course provides students with the fundamental knowledge and skills needed to succeed as entry-level internal audit professionals.

ACCT 451. Auditing Theory. 3 Hours.

PR: ACCT 312. Standards and procedures related to the independent audit of financial statements.

ACCT 452. Assurance Services and Professional Standards. 3 Hours.

PR: ACCT 451 with a minimum grade of C-. Course exposes students to the professional objectives, principles, and standards for assurance services, including risk assessment, attestation reports, and related communications. Develop and apply assurance services skills and professional standards using a hands-on experiential learning approach.

ACCT 461. Accounting for Nonbusiness Entities. 3 Hours.

PR: ACCT 312 and (ACCT 321 or ACCT 323). Accounting, reporting, and budgeting for governmental and nonprofit entities and the use of fund accounting data for planning and control.

ACCT 479. Fraud Examination Concepts and Practice. 3 Hours.

This course provides students with the fundamental knowledge and skills needed to enter the field of fraud examination in the business fields.

ACCT 480. Forensic Accounting Concepts and Practice. 3 Hours.

This course provides students with the fundamental knowledge and skills needed to enter the field of forensic accounting.

ACCT 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant.

ACCT 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

ACCT 492. Directed Study. 1-3 Hours.

Directed study, reading, and/or research.

ACCT 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses. (Maximum of nine semester hours in any or all courses numbered 493 offered by the College of Business and Economics may be applied toward bachelor's and master's degree.)

ACCT 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

ACCT 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

ACCT 496. Senior Thesis. 1-3 Hours.

PR: Consent.

ACCT 497. Research. 1-6 Hours.

Independent research projects.

ACCT 498. Honors. 1-3 Hours.

PR: Students in honors program and consent by the honors director. Independent reading, study or research.

BUSINESS CORE (BCOR)**BCOR 121. Introduction to Business Applications. 2 Hours.**

PR: Must be admitted into the Chambers College of Business and Economics. BCOR 121 is designed to teach students the fundamentals of business personal computer applications, including word processors, presentation tools, and spreadsheets, with a focus on using the tools for successful communication and data organization in a business setting.

BCOR 191. First-Year Seminar. 1-3 Hours.

Engages students in active learning strategies that enable effective transition to college life at WVU. Students will explore school, college and university programs, policies and services relevant to academic success. Provides active learning activities that enable effective transition to the academic environment. Students examine school, college and university programs, policies and services.

BCOR 199. Introduction to Business. 3 Hours.

This course introduces the student to the major business disciplines, basic business communications, and the University environment.

BCOR 200. Faculty-Led Study Abroad. 3 Hours.

This course incorporates a study abroad program with an emphasis on examining the conduct of business in foreign countries. Students will obtain first-hand experience in communicating with business professionals, business school students, and other constituencies. This course is geared towards allowing students who are interested in growing a career in international business to explore foreign economic, social, and cultural environments.

BCOR 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

BCOR 299. Business Communication. 3 Hours.

PR: WVU sections require (ENGL 101 or ENGL 1C1) or ENGL 103 each with a minimum grade of C-, PSC sections require ENGL 101 with a minimum grade of C- and WVUIT sections require (ENGL 101 and ENGL 102). This course is designed to prepare you to participate effectively in workplace communication. Professionals compose for practical purposes: to solve problems, to develop proposals to increase business, and to communicate to others both inside and outside the organization. Throughout the semester, you will increase your familiarity with common business communication genres, and you will prepare materials within these genres.

BCOR 300. Principles of Real Estate. 3 Hours.

This course provides an overview of the legal, financial, economic and marketing concepts relating to real estate. Topics include property rights (contracts, deeds, mortgages, etc.); property ownership (titles, closing of settlement, insurance, taxes); financing (interest rates and mortgage types); brokerage; and property evaluation. This course has value to students who may wish to purchase, sell, or rent real estate.

BCOR 305. Real Estate Law. 3 Hours.

This course provides a comprehensive understanding of the legal principles and regulations governing the buying, selling, leasing, and development of real property. The course will be of interest to students contemplating careers in accounting, real estate development, real estate finance, city planning, or banking. Topics covered are contract law, property rights, land use regulations, zoning laws, financing, and environmental regulations.

BCOR 310. Esports Business. 3 Hours.

Students will learn about the esports market as a sub-set of the larger gaming industry. The course will explore the different roles of the developer, publisher, esports organizations, and the esports teams, what kinds of investments are relevant to each of those stakeholders, and what their financial concerns are.

BCOR 320. Legal Environment of Business. 3 Hours.

Explores the relationship of law, government and ethics to business enterprise. Provides overview of legal and ethical issues relevant to business decision-making and planning and the government regulations of business.

BCOR 330. Information Systems and Technology. 3 Hours.

Introduces essential information systems concepts for managing competitive firms in a global environment. Utilizes the Internet and builds skills in decision-making using spreadsheets, oral communication using presentation graphics, and data management using database software.

BCOR 340. Principles of Finance. 3 Hours.

Time Value of Money is applied to decision making in business and personal finance. Additionally, students learn common valuation techniques and financial planning.

BCOR 350. Principles of Marketing. 3 Hours.

Overview of marketing and the interrelationships between marketing and other business disciplines. Topics include the management of the product, communication, price, and distribution variables as well as introduction to buyer behavior and marketing research.

BCOR 360. Supply Chain Management. 3 Hours.

The course acquaints students with a variety of supply chain management key concepts, to include purchasing, logistics, competitiveness, location, inventory, forecasting, layout, production and operations management concepts and techniques.

BCOR 370. Principles of Management. 3 Hours.

This course will serve as an introduction to the process of managing and working effectively with people. The primary objective of this course is to provide students with an overview of the basic principles involved in effective management practices, including general and specific elements of planning, organizing, leading, and controlling.

BCOR 380. Business Ethics. 3 Hours.

This course first provides a comprehensive survey of the ethical issues challenging professional and corporate conduct in today's business world.

BCOR 393. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

BCOR 460. Contemporary Business Strategy. 3 Hours.

PR: BCOR 320 and (BCOR 340 or FIN 325) and BCOR 350 and BCOR 360 and BCOR 370. The course focuses on the total organization and strategy development and execution that lead to the achievement of the organization's objectives and a superior position in the competitive environment in which it operates.

BCOR 490. Teaching Practicum. 1-3 Hours.

BCOR 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

BCOR 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

BCOR 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study, or research.

BUSINESS CYBERSECURITY (CYBR)

CYBR 415. Cyber Operations. 3 Hours.

This Cyber Operations course is aimed at studying of contemporary topics selected from recent developments in the field and exploring various cybersecurity tools and practices to build a connection between the cyber concepts and the applications of these concepts into the real world context.

CYBR 425. Cybersecurity Strategy, Risk, and Compliance. 3 Hours.

PR: MIST 355 with a minimum grade of C-. This course will prepare students to learn effective leadership solutions related to the management of security risks and cyber threats in private and public sector organizations including: risk analysis and risk management, information security controls, risk exposure, risk transfer, quantification of risk, insider threats, risk identification and reduction, the security auditing role, IT security governance, and security policy management.

CYBR 493. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

BUSINESS DATA ANALYTICS (BUDA)

BUDA 450. Business Data Mining and Visualization. 3 Hours.

PR: ((MATH 150 with a minimum grade of B-) or (MATH 154 or MATH 155 with a minimum grade of C-)) and ((STAT 211 or ECON 225 with a minimum grade of B-) or (STAT 215 with a minimum grade of C-)). This course introduces students to higher order business analytics methods, and topics that impact the way businesses make decisions. Topics such as data collection, data technologies, and data mining methods are covered focusing on impacting business outcomes.

BUDA 451. Advanced Business Data Mining. 3 Hours.

PR: (ACCT 425 or BUDA 450 or BUDA 455) with a minimum grade of C-. This course enables students to use higher order concepts and models in data mining that impact business. Concepts such as supervised and unsupervised learning will be covered, with a focus on business outcomes, cases, and communication.

BUDA 452. Business Simulation Modeling. 3 Hours.

PR: ECON 225 or STAT 211 with a minimum grade of B- or STAT 215 with a minimum grade of C-. This course introduces basic concepts and approaches to business simulation modeling using computer software. Students define business problems with variables and constraints, develop computer programs to simulate the situations, and analyze the results for decision making, comparing with analytical models.

BUDA 455. Introduction to Business Intelligence and Artificial Intelligence. 3 Hours.

PR: (MATH 150 with a minimum grade of B- or MATH 155 with a minimum grade of C-) and (ECON 225 or STAT 211 with a minimum grade of B-). This course is designed to introduce students to basic concepts of business intelligence (BI) and to provide students with an understanding of artificial intelligence (AI). With hands-on exercises, students will define business problems, prepare data, develop BI models, and evaluate the models. The course covers various AI techniques with computer software, focusing on their application to business problems.

BUDA 460. Artificial Intelligence and Machine Learning for Business. 3 Hours.

PR: (MATH 150 with a minimum grade of B- or MATH 155 with a minimum grade of C-) and (ECON 225 or STAT 211 with a minimum grade of B-) and (BUDA 451 and BUDA 455 with a minimum grade of C- in each). This course introduces students to important concepts and algorithms at the foundation of modern AI. The main goal is to provide systematic understanding of AI and how to apply AI techniques to real-world business problems. Through hands-on demos and projects, students gain exposure to the theory behind classification, optimization, and other topics in artificial intelligence and machine learning.

BUDA 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

BUDA 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

BUSINESS ETHICS (BETH)

BETH 276. Ethics and Commercial Society. 3 Hours.

This course examines commercial societies from both an economic and ethical perspective. We will seek to understand the basic building blocks of commercial societies, such as property rights, market prices, firms, entrepreneurs, and much more. Not only this, but we will reflect on these building blocks through an ethical lens.

BETH 289. Foundations of Economic Growth. 3 Hours.

PR: BETH 276 with a minimum grade of C-. This course offers an overview of economic growth from both an economic and ethical perspective. The course covers different economic theories that purport to explain why growth occurs when and where it does. It also covers different ethical theories that purport to explain why economic growth is good.

BETH 357. The Ethics of Information Technology. 3 Hours.

This course introduces students to the ethics of information technology. The course begins with a brief overview of major ethical theories, such as utilitarianism, deontology, and virtue ethics. Major topics in information technology ethics will be discussed. Since this is a cutting-edge field, topics will constantly be updated to reflect the dynamic information technology environment.

BETH 376. The Clash of Economic Ideas. 3 Hours.

PR: BETH 289 with a minimum grade of a C-. This course covers the great thinkers and debates from the history of political economy. You will learn not only about their economic theories, but about their philosophical positions and about the impact these thinkers had on broader society.

BETH 389. Measurement, Incentives, and Political Economy. 3 Hours.

PR: BETH 289 with a minimum grade of C-. This course examines the economics of income distribution and redistribution in the United States and other advanced economies. It considers the effects of economic change, policies and institutions in creating or reducing inequality in advanced economies, as well as the reciprocal effects of inequality on political activity, policy choices and western societies more generally.

BETH 476. The Political Economy of Hard Policy Problems. 3 Hours.

PR: BETH 389 with a minimum grade of C-. This course is about identifying obstacles to human flourishing and suggesting viable alternatives through public policy. That is, while governments are often encouraged to do something about economic inequality, low wages, protecting the climate, and improving opportunity for its citizenry, delivering on these things is incredibly hard.

BETH 489. The Ethics Project. 3 Hours.

PR: BETH 476 with a minimum grade of C-. This course is about adding value to the world. The course approaches this topic theoretically, by looking at theories of moral and non-moral value, how to think about and measure value and impact, how to weigh and trade-off different kinds of value, and so on.

BUSINESS LAW (BLAW)

BLAW 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

BLAW 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant.

BLAW 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 18 hr.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

BLAW 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

BLAW 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

BLAW 496. Senior Thesis. 1-3 Hours.

PR: Consent.

BLAW 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

ECONOMICS (ECON)

ECON 200. Survey of Economics. 3 Hours.

Introduction to the analysis of the economic system, pricing system, monetary system, determination of all national income and employment. ECON 200 is equivalent to BUSA 201. Credit cannot be received for both.

ECON 201. Principles of Microeconomics. 3 Hours.

Introductory microeconomics analysis. Competitive behavior of firms, price determination, efficiency in production and equity in distribution. Pre-requisite(s) and/or co-requisite(s) may differ on regional campuses.

ECON 202. Principles of Macroeconomics. 3 Hours.

PR: WVU sections require ECON 201 or ARE 150 with a minimum grade of C-, WVUIT sections require ECON 201 with a minimum grade of C-. Introductory macroeconomics analysis, prerequisites are not enforced at WVUIT and Potomac State campuses. Aggregate demand and supply, saving, investment, the level of employment and national income determination, monetary and fiscal policy.

ECON 225. Elementary Business and Economics Statistics. 3 Hours.

PR: MATH 122 or MATH 123 or MATH 124 or MATH 126 or MATH 129 or MATH 153 with a minimum grade of C- or MATH 150 or MATH 154 or MATH 155 or MATH 156 with a minimum grade of D-. Basic concepts of statistical models, distributions, probability, random variables, tests of hypotheses, confidence intervals, regression and correlation with emphasis on business and economics examples. (Not open to students who have completed STAT 215.)

ECON 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ECON 297. Research. 1-6 Hours.

Independent research projects.

ECON 301. Intermediate Micro-Economic Theory. 3 Hours.

PR: ARE 150 or ECON 201 with a minimum grade of C-. Consumer choice and demand; price and output determination of the firm, and resource allocation, under different market structures; welfare economics, externalities, public goods, and market failure; general equilibrium; other topics.

ECON 302. Intermediate Macro-Economic Theory. 3 Hours.

PR: (ECON 201 or ARE 150) and ECON 202 with a minimum grade of C- in all. Forces which determine the level of income, employment, output, the inflation rate, and the balance of trade. Particular attention to consumer behavior, investment determination, and government fiscal and monetary policy.

ECON 306. History of Economic Thought. 3 Hours.

PR: ECON 202 with minimum grade of C-. Economic ideas in perspective of historic development.

ECON 331. Money and Banking. 3 Hours.

PR: ECON 202 with a minimum grade of C-. The U.S. monetary and banking system and its functional relationship to the economic system; monetary theory and policy.

ECON 411. Moral Foundations of Capitalism. 3 Hours.

PR: ECON 202 with a minimum grade of C-. Introduction to the moral foundations of capitalism. Compare and contrast alternative ethical systems using economic analysis when relevant.

ECON 421. Introduction to Mathematical Economics. 3 Hours.

PR: ECON 202 with a minimum grade of C- and (MATH 150 with a minimum grade of C- or MATH 155 or MATH 156 with a minimum grade of D-). Principal mathematical techniques including set operation, matrix algebra, differential and integral calculus employed in economic analysis. Particular attention given to static (or equilibrium) analysis, comparative-static analysis and optimization problems in economics.

ECON 425. Introductory Econometrics. 3 Hours.

PR: ECON 202 and (ECON 225 or STAT 211 or STAT 215) with a minimum grade of C- in all. Analysis of economic models using basic econometric methods. Specification, computation, and interpretation of linear regression.

ECON 441. Public Economics. 3 Hours.

PR: ECON 202 with a minimum grade of C-. Economic roles of the public sector. Particular attention to market failure, redistributing income, the financing of public sector activities, relationships between federal, state, and local governments, and public choice.

ECON 443. Law and Economics. 3 Hours.

PR: ECON 201 with a minimum grade of C-. We will use the tools and reasoning of economics to study the legal system. Legal institutions have been developed to govern our lives. A formal analysis of the outcomes these institutions create is essential to construct policy and institutional changes to promote a prosperous society. We conduct this institutional analysis applying the tools of economics.

ECON 445. Government and Business. 3 Hours.

PR: WVU sections require ECON 202 with a minimum grade of C-, WVUIT sections require ECON 201 or ECON 202. Examination of market structure, conduct, and performance. Analysis of market regulation including antitrust laws and regulation of monopolies.

ECON 451. International Economics. 3 Hours.

PR: ECON 202 with a minimum grade of C-. Development of trade among nations; theories of trade; policies, physical factors, trends, barriers to trade. Determination of exchange rates. Open economy macroeconomics.

ECON 454. Comparative Economic Systems. 3 Hours.

PR: ECON 202 with a minimum grade of C-. Structure and processes of existing economic systems including capitalism, planned socialism, and market socialism. Problems encountered by economies in transition from planned socialism to capitalism.

ECON 455. Economic Development. 3 Hours.

PR: ECON 202 with a minimum grade of C-. The problems, changes, and principal policy issues faced by non-industrialized countries.

ECON 461. Regional Economics. 3 Hours.

PR: ECON 202 with a minimum grade of C-. Analysis of the regional economy's spatial dimension, emphasizing interregional capital and labor mobility, the role of cities, objectives and issues of regional policy, lagging regions and Appalachia, growth poles, and regional growth and income distribution.

ECON 462. Urban Economics. 3 Hours.

PR: ECON 202 with a minimum grade of C-. Analyzes growth, decline, and socioeconomic problems of cities. Topics include the development of cities, urban spatial structure and land-use patterns, poverty and discrimination, housing, urban transportation and congestion, local government structure, and urban fiscal problems.

ECON 463. Applied Regional Economics Research. 3 Hours.

PR: ECON 202 and ECON 225 with a minimum grade of B- in each. This course offers a unique experiential learning opportunity in economics in which students will ultimately conduct, package, and publicly present the type of research that is regularly underway in the BBER. In particular, after learning the basics of econometrics and economic forecasting, students will compile and present an economic outlook report for a particular region in West Virginia.

ECON 465. Health Economics. 3 Hours.

PR: WVU sections require ECON 201 and (ECON 225 or STAT 211) with minimum grade of C-, WVUIT sections require ECON 201 and (ECON 225 or STAT 211). Health economics applies the tools of economics and econometrics to issues of the organization, delivery and financing of health care.

ECON 471. Labor Economics. 3 Hours.

PR: ECON 202 with a minimum grade of C-. Labor market analysis. Topics include wage and employment determination, human capital theory, discrimination, unemployment, migration, effects of unions and government regulation, and life-cycle patterns of work.

ECON 472. Economics of Education. 3 Hours.

PR: ECON 201 with a minimum grade of C-. Economic analysis of education policy, including education production function, markets for schools and teachers, and education. Explores the resultant externalities and internalities on society and within respective educational systems.

ECON 481. American Economic History. 3 Hours.

PR: ECON 202 with a minimum grade of C-. Central issues in the development of the American economy.

ECON 482. Applied Economic Research. 3 Hours.

PR: Senior standing and ECON 425 with a minimum grade of C-. Capstone course that introduces students to applied economic research. Completion and presentation of major research project required.

ECON 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant.

ECON 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 6 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

ECON 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ECON 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

ECON 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

ECON 496. Senior Thesis. 1-3 Hours.

PR: Consent.

ECON 497. Research. 1-6 Hours.

Independent research projects.

ECON 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

ENTREPRENEURSHIP (ENTR)

ENTR 102. Fundamentals of Entrepreneurship. 3 Hours.

Students will develop a fundamental understanding of how to develop an entrepreneurial mindset that can benefit them regardless of their major field of study in a wide variety of life settings. Students will also develop a fundamental understanding of how to create, develop, evaluate, act on, and support entrepreneurial opportunities. Exposure will be gained to innovative ecosystems throughout the university.

ENTR 202. Impact Challenge. 1 Hour.

Course participants will learn how to form well rounded interdisciplinary teams, research problems, identify solutions, and move towards implementation. Students in this course will gain entrepreneurship, communication and leadership skills that will prepare them to innovate the way our societies function in the future.

ENTR 203. Data Analysis for Problem Solving. 3 Hours.

Students will engage in problem identification through empathy mapping, idea development for problem solving, primary and secondary customer research, data analysis of their research findings, and communication of their findings in both oral and written methods.

ENTR 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ENTR 400. Advanced Concepts in Entrepreneurship. 3 Hours.

PR: Sophomore standing. The purpose of this course is to help students identify and validate at least one entrepreneurial idea they are passionate about pursuing. Students will learn to apply the latest developments in entrepreneurship theory directly to their own idea, will learn how to generate new entrepreneurial ideas and how to identify and resolve critical assumptions by developing and testing hypotheses.

ENTR 405. Entrepreneurial Creativity & Innovation. 3 Hours.

PR or CONC: ENTR 400 with a minimum grade of C-. This course offers an in-depth study of theories and models of creativity to solve problems and identify opportunities in entrepreneurial business contexts. Students will synthesize their course experiences and develop a set of creative business ideas, which will be incorporated into feasibility assessments, financial analyses, and business plans in subsequent entrepreneurship major courses.

ENTR 416. Social Entrepreneurship. 3 Hours.

PR or CONC: ENTR 400 with a minimum grade of C-. This course will expose students to the topics and concepts in the emerging field of social entrepreneurship. The primary topic - how social entrepreneurs use business models to create sustainable enterprises.

ENTR 420. Entrepreneurial Finance. 3 Hours.

PR: WVU sections require PR or CONC: ENTR 400 with a minimum grade of C-, WVUIT sections require ACCT 201 with a minimum grade of C- and PR or CONC: ENTR 400 with a minimum grade of C-. Fundamental principles and practices in finance related to entrepreneurship. Focuses on areas such as accounting, budgeting, and financial management as they apply to entrepreneurship.

ENTR 425. Risk Assessment and Contracts. 3 Hours.

PR or CONC: ENTR 400 with a minimum grade of C-. This course teaches students to assess risks in entrepreneurial enterprises that lead to business failures. Students will learn to develop business models, implement operational strategies, and structure legal agreements that mitigate exposure to risk in new ventures and emerging growth entities.

ENTR 436. Family Business. 3 Hours.

PR or CONC: ENTR 400 with a minimum grade of C-. This class focuses on the different aspects of family businesses that facilitate competitive advantage while maintaining ethical and socially responsible principles. The objectives of this course are to create an awareness of family business issues, understand the role of familial relationships in a business context, and develop critical thinking skills in the context of family business challenges.

ENTR 440. Small Business Consulting. 3 Hours.

PR or CONC: ENTR 400 with a minimum grade of C-. This course is a practicum designed to develop students' critical thinking and applied problem-solving skills. Student consulting teams work with small business clients to identify, analyze, and develop solutions for important issues faced by their clients.

ENTR 460. Entrepreneurship Practicum. 3 Hours.

PR: ENTR 400 with a minimum grade of C-. This course builds on the learning outcomes from ENTR 400 and helps students gain experiential, concrete knowledge of how to start and manage a new business—by starting real businesses in the classroom.

ENTR 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

ENTR 492. Directed Study. 1-3 Hours.

Directed study, reading, and/or research.

ENTR 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ENTR 495. Independent Study. 1-6 Hours.**FINANCE (FIN)****FIN 109. Introduction to Investing 1. 1 Hour.**

Initiating a three-part series, this course provides a comprehensive foundation in capital markets and investing. Incorporating both theory and practical application, it elucidates various types of investment and introduces the differing roles of market participants.

FIN 209. Introduction to Investing 2. 1 Hour.

PR: FIN 109 with a minimum grade of C-. This course builds on the foundational concepts introduced in Introduction to Investing 1, delves into more complex topics, including ETF portfolio management, business cycle analysis, effective implementation of a value investing strategy, and the identification of companies with sustainable competitive advantages.

FIN 250. Seminar in Financial Planning. 1 Hour.

This seminar will provide a wholistic and applied approach to personal finance. Topics will include the financial planning process; building and maintaining credit; cash flow and debt management; planning elements of risk management; investment planning; and retirement planning.

FIN 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

FIN 305. Intermediate Finance. 3 Hours.

PR: BCOR 340 or FIN 325 with a minimum grade of B-. Core course in corporate finance theory and practice and builds on the concepts introduced in the BCOR 340 and includes the use of excel to help solve extended problems and/or short cases. Topics covered include corporate valuation, cost of capital, and capital budgeting.

FIN 310. Investments. 3 Hours.

PR: WVU sections require BCOR 340 with a minimum grade of B- and PR or CONC: FIN 330, WVUIT sections require BCOR 340 or FIN 325 with a minimum grade of B-. Investment analysis and management for the individual and the financial institution.

FIN 315. Financial Data Analytics. 3 Hours.

PR: BCOR 340 with a minimum grade of B-. Use computers to analyze both simulated and real data using statistical methods. This course will provide a review of probability and statistical concepts, regression methods, and the application of Python in data analysis.

FIN 320. Financial Statements Analysis. 3 Hours.

PR: (BCOR 340 or FIN 325) with a minimum grade of B-. This course analyzes financial accounting statements from the perspective of investors and stakeholders for the purpose of making sound decisions in business and financial investments.

FIN 330. Financial Institutions. 3 Hours.

PR or CONC: BCOR 340 with a minimum grade of B-. The role of financial institutions in our nation's financial markets and the economy. Analysis of interest rate, financial markets and federal revenue policy.

FIN 340. Real Estate. 3 Hours.

PR: BCOR 340 or FIN 325. Principles and practices of real estate business.

FIN 350. General Insurance. 3 Hours.

Theory of risk and its application to insurance; principles underlying insurance- life, property, casualty, fire, and surety.

FIN 370. Personal Finance. 3 Hours.

PR: BCOR 340 with a minimum grade of B-. Students develop a personal financial life-plan as well as gain an understanding of how to produce plans for others. Topical coverage includes self-assessment of financial planning acumen, cash/credit management, insurance coverage, investing components, tax planning, retirement/estate planning and special circumstance planning.

FIN 410. Security Analysis and Portfolio Management. 3 Hours.

PR: FIN 310 with a minimum grade of B- and FIN 305. The systematic selection, assessment, and ranking of corporate securities in a portfolio framework through a synthesis of fundamental analysis, technical analysis, and the random walk perspective.

FIN 411. Options, Futures and Other Derivatives. 3 Hours.

PR: FIN 310 with a minimum grade of B- and FIN 305. Examines derivatives markets and introduces the concept of arbitrage with the implications for derivatives equilibrium pricing. Also covers applications of derivatives in financial risk management.

FIN 420. Business Valuation. 3 Hours.

PR: FIN 305. Develop the basic knowledge necessary to value an entire company or a division of a company using non-proprietary models. Analysis includes a practical consideration of financial market operations, comparisons of business opportunities and how they change over time, and the elements of the decision-making criteria for a financial manager or investor.

FIN 421. Mergers and Acquisitions. 3 Hours.

PR: FIN 420 with a minimum grade of C and FIN 305. Mergers and acquisitions are value drivers in financial markets, allowing the companies to grow and reinvent themselves. This course provides students with the skills necessary to measure and enhance corporate valuation in equity markets.

FIN 422. Advanced Financial Statement Analysis. 3 Hours.

PR: FIN 320 with a minimum grade of B- or instructor approval. This course is an extension of FIN 320 and will address special topics relating to financial statement analysis for private, public and not-for-profit entities.

FIN 430. Energy Financial Economics. 3 Hours.

PR: BCOR 340 with a minimum grade of B-. Introduces students to ways in which legal/regulatory systems affect the energy industry, and to important economic and political concerns that underlie the regulation of production and sale of energy. The course will be comparative: that is, while much of our focus will be on the American regulatory system, we will consider regulatory regimes from other countries as well.

FIN 431. Energy Law and Regulations. 3 Hours.

PR: BCOR 340 with a minimum grade of B-. A brief history of energy development, the law and regulations governing that development, and a look at the policy behind our current system. We will look at ownership of energy sources relating to production, basic legal, ethical, and policy decisions regarding markets and regulations, methods of production, and the externalities associated with specific source development.

FIN 432. Energy Financial Accounting. 3 Hours.

PR: BCOR 340 with a minimum grade of B-. The course is designed to give students the tools to interpret and analyze external financial information from the viewpoint of investors and creditors. The energy sector has a unique perspective from other industry sectors. In particular, the role of mark to market accounting techniques will be emphasized in your application of financial statement analysis to the energy sector.

FIN 433. Energy Financial Risk Management. 3 Hours.

PR: FIN 411 with a minimum grade of C-. The course investigates the evolving and expanding practice of financial risk management in the energy sector. Risk management is a complex process of identifying, quantifying and managing various risk exposures. The course analyzes and discusses the various sources of risk. Particular attention is devoted to the main risk management techniques such as Value at Risk (VaR), volatility models, and correlation.

FIN 450. Working Capital Management. 3 Hours.

PR: BCOR 340 and ECON 225 and PR or CONC: FIN 305. Management of current assets and liabilities. Topics include the management of cash, marketable securities, accounts receivable, inventories, trade accounts payable, and short term bank borrowings. Decision models are used extensively.

FIN 451. Life and Health Insurance. 3 Hours.

PR: FIN 350 with a minimum grade of C-. The basics of life and health insurance products and practices are introduced. Students will learn the rationale and importance of the use of these products in various scenarios.

FIN 452. Employee Benefit Plans. 3 Hours.

PR: FIN 350 with a minimum grade of C-. Use, design, and regulation of group life insurance, health care, and pensions, including their federal tax consequences. Study of the available contracts in each area and financing alternatives and practices.

FIN 453. Estate and Tax Planning for Financial Advisors. 3 Hours.

PR: FIN 350 with a minimum grade of C-. This course introduces you to the process of transferring assets and managing end-of life decisions for individuals/families and the role that estate planning takes in the financial planning process. The purpose of the income tax portion of this course is to teach students the fundamental income tax planning and management concepts that are essential for effective comprehensive financial planning.

FIN 454. Property and Liability Insurance. 3 Hours.

PR: FIN 350 with a minimum grade of C-. Study of the use and production of property and liability insurance, including evaluation of insurance contracts and current insurance practices; legal and regulatory environment affecting use and production of insurance.

FIN 455. Risk Management. 3 Hours.

PR: FIN 350 with a minimum grade of C-. Transferable risks with which the entrepreneur must deal. Emphasis on the process by which decisions are made for handling these risks, including an examination of contributions and limitations of insurance system.

FIN 460. Bank Management. 3 Hours.

PR: (BCOR 340 or FIN 325) and FIN 330 and PR or CONC: FIN 305. Introduction to bank management and builds on the topics introduced in FIN 330. The course will apply traditional finance concepts to the management of financial institutions. Topics covered include bank financial statement analysis, principles of lending and investment, and government policy relationships to bank organization and profitability. (May not be taken for both undergraduate and graduate credit.)

FIN 461. Applied Bank Management. 3 Hours.

PR: FIN 330 with a minimum grade of C-. An applied course in commercial banking involving problems of management of the money position, loan and investment portfolio, and capital adequacy. The student simulates actual bank operations, conducts case studies, and analyzes bank performance.

FIN 465. Applied Investment Management. 3 Hours.

PR or CONC: FIN 310 with a minimum grade of C- and successful performance on a professional interview, a competitive score on a formal assessment of investment knowledge. This course is an application based investments course covering topics ranging from fundamental and technical analyses, economic fundamentals, and active portfolio management strategies and techniques. The course is designed to provide students with hand-on experience with capital markets, asset allocation, and the use of the Bloomberg terminal to make investment decisions.

FIN 470. Advanced Corporate Finance. 3 Hours.

PR: FIN 305. An integrative course which implements case studies to provide a practical and deep understanding of advanced corporate finance topics. Focuses on making financial projections and analysis to assist in providing economically relevant recommendations. Finance topics related to government and non-for-profit entities are introduced.

FIN 480. International Finance. 3 Hours.

PR: (BCOR 340 or FIN 325) with a minimum grade of B- and FIN 305 and FIN 310 and FIN 315 and FIN 330. Comprehensive coverage of international finance. We will examine the economics of international markets and determinants of exchange rates in both theory and practice. Examines a variety of financial contracts that can be used to manage exchange rate risk. These various concepts and tools will be applied to improve financial decision-making in an international context.

FIN 485. Advanced Topics in Financial Planning. 3 Hours.

PR: FIN 370. Advanced topics in financial planning including synthesis of income tax planning, investments, insurance planning, estate planning, and retirement planning into a comprehensive, application driven process.

FIN 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant.

FIN 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 6 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

FIN 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

FIN 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

FIN 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

FIN 496. Senior Thesis. 1-3 Hours.

PR: Consent.

FIN 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

GLOBAL SUPPLY CHAIN MANAGEMENT (GSCM)**GSCM 350. Sourcing and Supply Management. 3 Hours.**

PR or CONC: BCOR 360 with a minimum of C-. In this course, we will examine the main supply management and strategic sourcing activities, to include the purchasing process and organization of the supply management function, supplier selection and evaluation, negotiation and conflict resolution, ethical and legal issues, cost and price determination, value analysis, global and technological issues pertaining to supply management, among others.

GSCM 355. Logistics and Distribution Management. 3 Hours.

PR or CONC: BCOR 360 with a minimum of C-. The course will focus on both business-to-business and business-to-consumer logistics operations. Activities from the receipt of a customer order to the satisfaction of that order will be covered. These activities include demand management, order receipt, order management, basic warehouse design, layout and operation, inventory management, transportation, returns and reverse logistics, and customer service.

GSCM 360. Supply Chain Analytics. 3 Hours.

PR: GSCM 350 with a grade of C- or better and GSCM 355 with a grade of C- or better. A survey of the broad spectrum of mathematical modeling methodologies available to supply chain analysts for solving supply chain problems.

GSCM 370. Transportation Management. 3 Hours.

PR: GSCM 350 with a grade of C- or better and GSCM 355 with a grade of C- or better. An introductory study of the wide range of issues facing supply chain professionals in transportation. This includes the impact of transportation systems in the economy, regulations, and management of distinct transportation modes with focus on the U.S. domestic transportation systems.

GSCM 425. Supply Chain Network Design. 3 Hours.

PR: GSCM 360 and GSCM 370 with minimum of C- in each. An in-depth study of how to parse supply chain problems into a network design formulation and how to collect appropriate data to use on these models. Students will also learn how to validate, debug, and test the sensitivity of models to various input and model assumptions.

GSCM 430. Supply Chain Technology. 3 Hours.

PR: GSCM 360 with a minimum of C-. Focus on the strategic and operational use of supply chain technologies such as transportation, warehouse, manufacturing, and inventory management systems, along with hardware and other applications. The objective of the class is to provide a strong knowledge and understanding of the technology used in logistics and supply chain management.

GSCM 450. Supply Chain Quality Management. 3 Hours.

PR: (ETEC 350 or GSCM 360) and (ECON 225 or IENG 213 or STAT 211 or STAT 215) with a minimum grade of C- in all. This course presents an overview of Total Quality Management principles and practices. We will discuss quality tools, concepts and processes utilizing real life and current industry examples. Continuous improvement ("lean") concepts will be introduced as they relate to addressing quality issues at the process and product levels. The content will help you prepare for the ASQ Yellow Belt certification exam.

GSCM 455. Project Management. 3 Hours.

PR: BCOR 330 with a minimum grade of C- and PR or CONC: BCOR 360. The focus of the course will be on the process and tools involved in project management. We will also examine the effects of management style on the success of a project, and the use of project management software in planning, directing, and controlling projects.

GSCM 470. Global Supply Chain Systems. 3 Hours.

PR: GSCM 425 and GSCM 450 with a minimum grade of C- in each. As a capstone course, you will be assigned to teams to work with companies in projects to solve their real SCM problems. All the knowledge you've learned about SCM will be utilized in this experiential learning process.

GSCM 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated for a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

GSCM 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

GSCM 495. Independent Study. 1-6 Hours.

Faculty-supervised study of topics not available through regular course offerings.

HOSPITALITY AND TOURISM MANAGEMENT (HTOR)

HTOR 376. Hospitality & Tourism Leadership. 3 Hours.

PR: (ACCT 201 or ARE 110) and (ECON 225 or STAT 211) with a minimum grade of C- in each. This course provides a basic understanding of lodging, food service, and tourism industries by tracing the growth and development of each industry with a focus on management and leadership in these industries.

HTOR 380. Hospitality Business, Innovation, and Technology. 3 Hours.

PR: HTOR 376 is recommended but not required. This course focuses on the framework of hospitality businesses and how they enhance the tourism brand of the destination. Students will explore current innovations and new strategies of innovation, entrepreneurship opportunities, and technology needs to solve current and future problems of the hospitality and tourism industry.

HTOR 393. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

HTOR 470. Tourism Management. 3 Hours.

PR or CONC: HTOR 376. This course provides a basic understanding of the organizational characteristics of tourism: structures, operations, and social/cultural aspects. International, national, regional and state/local tourism organizations are examined.

HTOR 471. Restaurant Management. 3 Hours.

PR or CONC: HTOR 376 with a minimum grade of C-. The primary objective of this course is to provide knowledge to lead a restaurant or food and beverage management operation.

HTOR 472. Hotel Operations Management. 3 Hours.

PR or CONC: HTOR 376 with a minimum grade of C-. The primary objective of this course focuses on operational, financial and maintenance procedures for Hotel Management. In-class activities, industry professionals, and experiential assignments introduce students to the day-to-day operations of each department in a hotel and allow students to understand what seasoned managers do.

HTOR 473. Hospitality Social Customer Relationship Management. 3 Hours.

PR: HTOR 376 with a minimum grade of C-. This course focuses on identifying hospitality industry best practices in building and managing a customer base through social media channels. Students will develop innovative engagement strategies to achieve the goals of social customer relationship management.

HTOR 474. Hospitality Revenue Management. 3 Hours.

PR: HTOR 376 with a minimum grade of C-. This course explores the important role of revenue management in the hospitality industry. It also instructs future hospitality managers how to effectively manage their inventories and prices through revenue management principles and theories.

HTOR 480. Event Planning Practicum. 3 Hours.

PR: HTOR 376 and PR or CONC: (HTOR 471 or HTOR 472) with a minimum grade of C- in each. This course will utilize experiential learning to prepare students to plan and execute special events in the hospitality industry.

HTOR 491. Professional Field Experience. 1-18 Hours.

PR: Consent (may be repeated up to a maximum of 18 hours). Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

HTOR 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

HUMAN RESOURCE MANAGEMENT (HRMG)**HRMG 440. Training and Development. 3 Hours.**

PR: MANG 330 with a minimum grade of C-. This course provides a theoretical and practical understanding of the field of training and development and offers some practical approaches to conducting training programs.

HRMG 450. Staffing and Selection. 3 Hours.

PR: MANG 330 with a minimum grade of C-. This course focuses on the management of employee staffing and selection and includes such topics as government regulations affecting selection processes, reliability and validity of selection measures, and the measurement of actual job performance.

HRMG 460. Compensation and Benefits. 3 Hours.

PR: MANG 330 with a minimum grade of C-. Designing and implementing total compensation systems in both private and public sectors. The emerging elements of total compensation systems are included, providing insights into problems and opportunities for personnel.

HRMG 470. Conflict Management. 3 Hours.

This course focuses on the management of conflict in an organizational setting. The topics covered include foundations of individual behavior, styles for managing conflict, negotiations, mediation, and arbitration.

HRMG 480. Collective Bargaining and Labor Relations. 3 Hours.

PR: MANG 330 with a minimum grade of C-. Examination of the theory and practice of collective bargaining. Topics include economics and historical environment, labor law, unionization, contract negotiation, contract content patterns, conflict resolution, grievance handling, and an introduction to arbitration.

HRMG 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated for a maximum of 18 hours.) Prearranged Experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

HRMG 495. Independent Study. 1-6 Hours.

Faculty-supervised study of topics not available through regular course Offerings.

INTERNATIONAL BUSINESS (INBS)**INBS 293. Special Topics. 1-6 Hours.**

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

INBS 310. Global Business Communication. 3 Hours.

PR or CONC: BCOR 370. This course focuses on developing skills to communicate effectively in the cross-cultural context of the current international business environment. The focus is on interpersonal, team-and organizational- level communication in diverse cultural situations.

INBS 480. Global Strategic Issues. 3 Hours.

PR: MANG 360. An integrated, multifunctional approach that focuses on how globalization affects strategy, organization and control of a firm. Students are introduced to global strategic management and organization issues in the context of current theory, research and practice.

INBS 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated for a maximum of 18 hours.) Prearranged experiential learning program, to be planned supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

INBS 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

MANAGEMENT (MANG)

MANG 330. Human Resource Management Fundamentals. 3 Hours.

PR or CONC: BCOR 370. Fundamental principles and practices related to the procurement, development, maintenance, and utilization of human resources. Focus on areas such as human resource planning, selection training, performance appraisals, compensation, safety and health and labor relations.

MANG 360. International Business. 3 Hours.

PR or CONC: BCOR 370. The course explores the cultural, economic, and political environments of business. Other topics include globalization, import and export, foreign direct investment, foreign currency exchange, regional economic cooperation, and the multinational enterprise.

MANG 422. Organizational Behavior. 3 Hours.

PR: BCOR 370. Examination of how the individual, group, and organization interact to influence the behavior of the business organization and its human resources. The purpose of this course is to understand, through theory and practice, the leadership methods that best help manage a diverse population of skilled workers in any organization.

MANG 426. Introduction to Decision Analysis. 3 Hours.

PR: (CS 101 or BCOR 121) and (ECON 225 or STAT 211) all with a minimum grade of C-. Developing and solving decision analysis models utilizing spreadsheets.

MANG 434. Business Research Methods. 3 Hours.

PR: MANG 330 with a minimum grade of C-. Research methods and measurement in human resources management; philosophy of science, ethics in research, research design, and analytical methods.

MANG 480. Corporate Social Responsibility. 3 Hours.

PR: BCOR 370. Provides an overview of personal support and involvement in not-for-profit organizations in meeting community needs.

MANG 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant.

MANG 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 6 hours). Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

MANG 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

MANG 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

MANG 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

MANG 496. Senior Thesis. 1-3 Hours.

PR: Consent.

MANG 497. Research. 1-6 Hours.

Independent research projects.

MANG 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

MANAGEMENT INFORMATION SYSTEMS (MIST)

MIST 320. Managing Information Technology. 3 Hours.

This course provides student with an understanding of how information systems are used in business and how they impact (positively or negatively) the competitive position of organizations.

MIST 351. Database Management Systems. 3 Hours.

Introduction to database theory, design, implementation, management, and models; development of database applications for management systems.

MIST 352. Business Application Programming. 3 Hours.

PR or CONC: MIST 351. Provides an understanding of fundamental programming concepts required to develop end-user business applications in an object-oriented, event-driven environment. These skills will be utilized in the systems design and development course. Credit cannot be earned for this class and CS 110.

MIST 353. Advanced Information Technology. 3 Hours.

PR: (CS 110 or MIST 352) with a minimum grade of C-. Presents students with a fundamental knowledge of hardware and software technologies, including emerging technologies, focusing on the functionality and management of the technology in a business organization.

MIST 355. Data Communications. 3 Hours.

Provides an overview of the TCP/IP model and related technologies of the data communications corporate infrastructure as well as a survey of the essential tools and strategies for the effective management of business networks.

MIST 356. Network Security. 3 Hours.

PR or CONC: MIST 355. This course focuses on the managerial and technical aspects of information security in networks. The course covers security issues in information systems, information assurance management and policy, network security planning, technologies, implementation, and security strategy.

MIST 400. Advanced Information Security. 3 Hours.

PR: MIST 355 with a minimum grade of C- and PR or CONC: MIST 356 with a minimum grade of C-. This course will provide students with advanced knowledge on offensive security and penetration testing topics from a technical and management perspective. This is a highly technical course that will provide students with hands-on knowledge of a multitude of common penetration testing techniques and tools, as well as broad knowledge about offensive security from a business and information security management perspective.

MIST 450. Systems Analysis. 3 Hours.

PR: MIST 320 and MIST 351 and (CS 110 or MIST 352) with a minimum grade of C- in each. Emphasizes the systems approach, concentrating on the first half of the systems development cycle: feasibility studies, cost/benefit analysis, organizational analysis, assessment of information needs, and project planning. Effective teamwork and communication are stressed.

MIST 452. Systems Design and Development. 3 Hours.

PR: MIST 353 and MIST 450. Follows the systems analysis course with the second half of the system development cycle; user interface design, data design, process design, system specifications, use of software development tools, documentation, testing, conversion, and maintenance.

MIST 491. Professional Field Experience. 1-18 Hours.

PR: Consent (May be repeated up to a maximum of 6 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

MIST 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

MIST 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

MARKETING (MKTG)**MKTG 315. Buyer Behavior. 3 Hours.**

PR: BCOR 350 with a minimum grade of C-. The buyer decision process in a marketing framework. Emphasis on psychological and sociological concepts which influence the decision process.

MKTG 320. Professional Selling 1. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. Deals with interpersonal communication, influencing, and persuasion processes designed to satisfy customer and company needs; stresses the structure of sound sales presentations through lectures, persuasive presentations, and appraisal and correction of common selling errors.

MKTG 321. Professional Selling 2. 3 Hours.

PR: MKTG 320 with a minimum grade of C-. Advanced instruction and skills development in interpersonal communication, prospecting, negotiation, and team selling. Preparation for excellence in the areas of career management and personal productivity.

MKTG 325. Marketing Research. 3 Hours.

PR: BCOR 350 or SM 322 with a minimum grade of C-. Scientific approach to the solution of marketing problems with emphasis on research methods and techniques.

MKTG 330. Distribution Channels. 3 Hours.

PR: BCOR 350 with a grade of C- or higher. Management of channel systems with emphasis on retail distribution, channel choice, strategies, control, and optimization within the context of role, power, conflict, and communications.

MKTG 345. Selling with Digital Media. 3 Hours.

PR: BCOR 350 with a grade of C- or higher. Exploration of how emerging forms of digital media such as social networking, and/or blogs can advance or hinder personal selling and marketing in the 21st century.

MKTG 350. Product and Brand Management. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. Throughout the semester, you will be exposed to the concepts and terminology of product management. After taking the course, whether or not you intend to specialize in this area, you should have a greater appreciation for the role of product management in the field of marketing and within the organization.

MKTG 380. Integrated Promotions. 3 Hours.

PR: BCOR 350 with a grade of C- or higher. Marketing promotions can dramatically influence the relative success of firms and their brands. As such, we seek to understand the processes and approaches that organizations use in developing and sustaining effective promotional strategies.

MKTG 389. Online Analytics. 3 Hours.

PR or CONC: BCOR 350 with a minimum grade of C-. Basic marketing and statistical concepts relating to online marketing tools/platforms such as websites, email marketing, search engine marketing and social media. Students will be able to evaluate and use a diverse range of online platforms.

MKTG 410. Retail Management. 3 Hours.

PR: BCOR 350 and MKTG 315 with a grade of C- or higher in each. The organization and operating environment of retail firms. Special emphasis placed on consumer market segmentation and the marketing variables of merchandise mix, effective pricing, store location, and communication with suppliers and consumers.

MKTG 415. Customer Relationship Marketing. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. An overview of customer relationship marketing (CRM) and CRM software and strategies to improve marketing effectiveness and efficiency covering one-on-one marketing, customer relationships, and managing internal and external quality to maximize customer satisfaction and firm profitability. Significant attention will be given the developing ethical and legal strategies. No technological background presumed.

MKTG 420. Sales Management. 3 Hours.

PR: MKTG 320 with a grade of C- or higher. Concentrates on the managerial responsibilities of sales manager for directing, motivating, and controlling a sales force plus the techniques of selling, including objections and closing.

MKTG 421. Sales Lab. 3 Hours.

This course focuses on interpersonal communication between buyers and sellers, specific mechanics, methods, and intricacies of the selling process, as well as effective sales presentation techniques. Extensive practice and exposure to sales and sales concepts, problems and techniques in a variety of selling situations will be emphasized.

MKTG 425. Environmental and Social Issues in Marketing. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. Explores current environmental strategies focusing on reaching organizational goals and sustainable performance through marketing theory and practice.

MKTG 426. Sustainability Strategy. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. Using simulations and current theory, students will gain hands-on experience that will allow them to better understand the complexity of sustainable strategies and meeting stakeholder needs.

MKTG 435. Artificial Intelligence and Its Application in Marketing. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. This course provides an overview of artificial intelligence (AI) and how marketers utilize AI technologies to improve marketing effectiveness and efficiency. This course covers the role of facial recognition, machine learning and natural language processing in marketing. It is team taught with an outside practitioner; does not presume a technological background. Students will focus on the managerial implications of AI.

MKTG 440. Export Management. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. Student teams work directly with participating companies to develop export business plans for specific products and specific countries.

MKTG 445. Start Up Marketing Promotions. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. This is a 100% project-based experiential learning class that focuses on helping start-up companies with their marketing promotion campaigns. Students will work in small groups and work closely with owners of start-up companies to research, design, and implement promotion campaigns. This class covers new product introduction, customer generation, social media campaigns, and presentation to potential investors.

MKTG 450. Practicum in Marketing. 3 Hours.

PR: MKTG 325. This is an experiential course that requires using sustainability principles and/or social media principles to solve marketing problems for organizations.

MKTG 470. Marketing Management. 3 Hours.

PR: MKTG 325 with a minimum grade of C-. Simulation, through live and written case study, should sharpen skills as the student makes analytical evaluations of marketing problems.

MKTG 474. Integrated Promotions Campaign. 3 Hours.

PR: MKTG 380 with a minimum grade of C-. Students will work in teams to prepare a complete advertising/marketing and IMC recommendation for a real company with a defined marketing/integrated promotions need. The emphasis will be on developing sound strategies and rationales, solid creative and multiple media executions and professional quality work.

MKTG 475. Social Media and Marketing. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. Students will explore and learn how to integrate these social media platforms into product and organization marketing efforts.

MKTG 480. Services Marketing. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. Services marketing gives students an appreciation of the challenges of marketing and managing services and strategies for addressing these challenges. The course features a combination of lectures, in-class exercises and projects (including class presentations).

MKTG 485. Global Marketing. 3 Hours.

PR: BCOR 350 with a minimum grade of C-. Evaluation and analysis of marketing strategies in a global environment, examination of the relationship between international buyer behavior and the elements of the marketing mix.

MKTG 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant.

MKTG 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 6 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

MKTG 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

MKTG 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

MKTG 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

MKTG 496. Senior Thesis. 1-3 Hours.

PR: Consent.

MKTG 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

ORGANIZATIONAL LEADERSHIP (ORGL)**ORGL 200. Youth Leadership Experience. 1 Hour.**

This course provides an introduction to the terminology, skills and approaches of leading small group training activities for the purpose of training youth trainers to deliver the National Youth Leadership Training Course. Through presentation, activities and guided practice students gain experience in the development and delivery of instruction for the purpose of delivering high quality youth leadership training.

ORGL 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ORGL 305. Leader Self-Development. 3 Hours.

This course provides an overview of different perspectives and approaches to Leader Self-Development. The overall objective of this course is the help students fully understand how to apply their greatest talents and strengths and to develop self-leadership capabilities in order to be more effective in leading others.

ORGL 310. Leadership and Ethical Decision Making Skills. 3 Hours.

In this course, ethical thinking strategy for decision-making and skill-based application for organizational leadership development is explored. Students will also investigate current research trends regarding ethical issues in businesses and other organizational contexts.

ORGL 320. Theories of Leadership and Organizational Change. 3 Hours.

In this course, leadership and organizational change theories required to initiate and sustain change in organizations are reviewed. Students compare, contrast and critique both seminal and modern theories and models of organizational learning, knowledge creation, and organizational capacity building.

ORGL 410. Youth Leadership Development. 3 Hours.

This course provides students with an understanding of how adolescents develop and emerge as leaders in their families, schools, organizations, and communities. The objective is to provide future and current leaders with the knowledge, skills, and experiences to develop and enhance the leadership skills and behaviors of the youth in their organizations.

ORGL 420. Nonprofit Leadership. 3 Hours.

The course is designed to help students understand the major concepts in the leadership of a nonprofit organization and will help them develop the skills to utilize this material in applied situations. Students will explore the mission of the nonprofit organization, marketing and funding, effective strategies for developing relationships and performance, and ways to enhance leadership skills.

ORGL 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

ORGL 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

ORGL 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.