

Recommended Sequence of Courses

First Semester	Hrs.
BCOR 315	1
BCOR 320	3
BCOR 330	3
BCOR 350	3
BCOR 370	3
Total	13

Second Semester	Hrs.
BCOR 340	3
BCOR 360	3
MANG 422	3
B&E Elective	3
Outside Elective	3
Total	15

Third Semester	Hrs.
ACCT 331	3
MANG 430	3
MANG 360	3
B&E Elective	3
Outside Elective	3
Total	15

Fourth Semester	Hrs.
BCOR 460	3
MANG 420	3
MANG 434*	3
B&E Elective	3
Outside Elective	3
Total	15

*MANG 434 *Business Research Methods* is offered in the spring semester only.

Note: Students who are interested in human resource management are advised to select business and economics electives such as *Compensation, Collective Bargaining and Labor Relations, General Insurance, Employee Benefit Plans, Employment Law and Labor Economics*.

Note: Students who are interested in entrepreneurship or small business management are advised to select business and economics electives such as *Practicum in Small Business, Electronic Commerce, Entrepreneurship, Employment Law, and Management of Small Business*.

Management Information Systems

Jack A. Fuller, Ph.D., Division Director
103 Business and Economics Building

Degree Offered

Bachelor of Science in Business Administration

MIS Program Objectives

Students in the management information systems program gain the skills necessary to analyze an organization's information needs and develop technological solutions to solve business problems. In today's fast-paced, global environment, technology is a necessary and integral part of business. MIS professionals have the knowledge to understand both the business goals and needs of the organization, and the application of technology to meet those needs. Career opportunities include: systems analysis and design, database management, networking and telecommunications, Web page development, and technology management. This is an excellent major for students who enjoy technology and want to apply their knowledge in a business environment.

MIS Program Requirements

Admission to the MIS program requires admission to the College of Business and Economics. The program is a lock-step program with recommended entry in the fall semester of the junior year. Opportunities to enter in the spring semester are provided, although it may not be possible for the student to complete the program in less than four semesters.

Management Information Systems

Degree Requirements

	Hrs.	Totals
Non-B&E General Education Core Requirements.....		56
Unrestricted Electives (in or out of College of B&E).....		5
Required College Core Courses.....		37
Required Courses in Option:		
ACCT 331 <i>Managerial Accounting</i>	3	
MANG 351 <i>Data Base Management Systems</i>	3	
MANG 352 <i>Business Applications Programming</i>	3	
MANG 353 <i>Advanced Information Technology</i>	3	
MANG 355 <i>Data Communications</i>	3	
MANG 420 <i>Business Information Systems</i>	3	
MANG 450 <i>Systems Analysis</i>	3	
MANG 452 <i>Systems Design and Development</i>	3	
MIS Elective.....	6	30
Grand Total		128

Recommended Sequence of Courses

First Semester	Hrs.	Second Semester	Hrs.
BCOR 315.....	1	BCOR 320.....	3
BCOR 330.....	3	BCOR 340.....	3
BCOR 350.....	3	BCOR 360.....	3
BCOR 370.....	3	MANG 353 (spring only).....	3
MANG 420.....	3	MANG 355 (spring only).....	3
MANG 351 (fall only).....	3	Total	15
Total	16		

Third Semester	Hrs.	Fourth Semester	Hrs.
ACCT 331.....	3	BCOR 460.....	3
MANG 450 (fall only).....	3	MANG 452 (spring only).....	3
MANG 353 (fall only).....	3	MIS Elective.....	3
MIS Elective.....	3	Outside Elective.....	3
Total	12	Total	12

Marketing

Jack A. Fuller, Ph.D., Division Director
103 Business and Economics Building

Degree Offered

Bachelor of Science in Business Administration

Marketing Majors

Marketing professionals are involved in planning, promoting, pricing, and distributing products and services. The marketing program is designed to give students a strong understanding of the marketing mix elements used by firms to satisfy customer wants and needs. In addition to the foundations of marketing strategy, the required courses integrate both the global and societal aspects of the marketplace to give students an appreciation of how marketing strategies are used in the globalized economy as well as in the public and not-for-profit sector. Career opportunities include: marketing research, marketing management, product management, distribution and logistics, services marketing, global marketing, sales management, advertising research, promotion, international business, and supply chain management and purchasing.