

THE COLLEGE OF BUSINESS

DEPARTMENTS

Accountancy, Economics and Finance, Information Systems, Management and Marketing

CONTACTING THE COLLEGE OF BUSINESS

The College of Business is located in BEP 401 and may be reached during business hours by phone at 859-572-5165. Interested persons are invited to browse the college's website at <http://www.nku.edu/~cob>.

Dr. Michael Carrell, *Dean* carrellm@nku.edu
Dr. Margaret Myers, *Associate Dean* myersm@nku.edu

Inquiries about College of Business undergraduate programs and advising questions are directed to the College of Business Advising Center. The College of Business Advising Center is located in BEP 463, 859-572-6134, <http://www.nku.edu/~cobadvising>.

PROGRAMS OFFERED BY THE COLLEGE OF BUSINESS

Bachelor of Science

Accounting
Business Administration
Economics
Finance
Information Systems
Management
Marketing
Sports Business

Associate of Applied Science

Pre-Business Studies

Minors

Business Administration
Economics
Entrepreneurship Studies
Finance
Information Systems
Management
Marketing

Master of Accountancy

Master of Business Administration

Areas of specialization

Business Administration
Entrepreneurship
Finance
Information Systems
International Business
Marketing
Project Management

Masters of Science in Information Systems

Juris Doctor/Master of Business Administration

VISION, MISSION, AND GOALS OF THE COLLEGE OF BUSINESS

Our Vision

The College of Business seeks to enrich the lives of its students and help transform its communities.

Our Mission

Our primary mission is to educate undergraduate students from the Northern Kentucky/Greater Cincinnati metropolitan region to perform effectively and ethically in a global environment as professionals in business, public, and social enterprises. We seek greater diversity in the students recruited to our degree programs. We place on-going emphasis on the growth and quality of our graduate programs.

We will leverage the partnerships between students, faculty, and the community to continuously improve the educational experience of our students and to enhance the integration of scholarship and service to classroom learning.

Our Values

Learner-Centered

- We place the learner at the center of all our educational experiences
- We discover, interpret, and apply information in order to transmit knowledge to our learners

Civic Engagement

- We establish partnerships between our students, communities, and faculty
- We integrate scholarship and service learning
- We use our partnerships, scholarship and service learning to transform our communities

Academic Freedom

- We encourage the open expression of ideas
- We are committed to intellectual and creative freedom
- We support innovative approaches to meeting our vision and mission

Integrity

- We make every effort to do the right thing
- We are committed to being honest in our dealings with our colleagues and stakeholders
- We align our actions and decisions with NKU's Core Values

ACCREDITATION

All degree programs offered in the College of Business are fully accredited by the *AACSB International*—The Association to Advance Collegiate Schools of Business. AACSB is the internationally recognized accrediting agency for business programs. Only 452 programs within the United States and 46 collegiate business programs in other countries are accredited by AACSB. Accreditation involves standards of excellence in the curriculum, faculty, students, facilities, and overall business programs. Business courses completed by students from NKU are transferable to other accredited programs throughout the world.

DEGREE PROGRAMS

Business degree programs in the College of Business are professional programs designed to prepare graduates for lifelong careers in a variety of business fields. The coursework and related available educational experiences prepare graduates in three ways for the opportunities, challenges, and responsibilities they will encounter in the business world. First, graduates are to assume a place in society as aware, mature people who are comfortable with change and comfortable with enduring values and wisdom by completing a strong and varied general education curriculum. Second, graduates are prepared to understand and appreciate the context within which their work takes place by completing a solid and diverse basic business curriculum. And third, graduates are prepared to enter suc-

successfully their chosen fields and to cope effectively with changes that are likely to take place over time by completing a well-planned and intense major curriculum.

The College awards the degree of Bachelor of Science upon successful completion of bachelor's requirements because there is considerable emphasis upon quantitative analysis in the various business courses required. The degree granted for successful completion of an associate program is an Associate of Applied Science.

The College of Business offers eight bachelor's degree programs, one associate degree program, and seven minors, described in the following pages. The College of Business also offers the following graduate degrees: Master of Accountancy, Master of Business Administration, Master of Science in Information Systems, and the Juris Doctor/Master of Business Administration.

DECLARING A MAJOR IN THE COLLEGE OF BUSINESS

The College of Business has selective admissions for its Bachelor of Science degree programs in business. When students meet these selective admissions criteria, they may certify their major. Selective admission requirements differ slightly among majors. Please see major requirements, listed elsewhere in this catalog, for specific information.

Students who have not yet been certified for a major (i.e., have not yet met the selective admissions criteria for a major) are encouraged to declare a "pre-major" in the College of Business. Students may declare a pre-major in one of the seven business discipline areas in which bachelor's degrees are offered (accounting, business administration, finance, information systems, management, marketing and sports business). These pre-majors give students the opportunity to be advised and to explore academic options.

Declaring a pre-major does not prevent a change of major after selective admission requirements are met. However, additional course requirements for the new major may need to be completed.

Students who wish to pursue a degree in the College of Business, but are uncertain of a major, are encouraged to declare a pre-major called "Undeclared in the College of Business." This pre-major offers students the opportunity to receive academic advising from the College of Business Advising Center while exploring degree options within the college.

COLLEGE-WIDE REQUIREMENTS

Students must meet all current course and class-standing prerequisites before enrolling in any College of Business course. This policy applies to non-business students, transient students, non-degree seeking students, and business students. Students who complete prerequisite courses at institutions other than Northern Kentucky University will be required to provide documentation of the courses taken. Students lacking prerequisites in any course will be administratively withdrawn from that course.

Students majoring in bachelor's program in a business discipline must have completed all selective admission requirements and must have certified a major before enrolling in any 400level course in the college.

Students majoring in a business discipline must complete at least 64 semester hours in courses *outside* the College of Business. ECO 200 and ECO 201 count as non-business courses for this requirement. Transfer students must complete at least 50% of the required business courses and 50% of the major coursework at Northern Kentucky University.

Additionally, students are required to complete at least 45 semester hours of upper-division (300-400 level) courses for graduation.

Successful completion of IFS 300 as part of the minor in business administration simultaneously fulfills NKU's computer literacy graduation requirement for students majoring in the College of Business.

ASSOCIATE DEGREE PROGRAM

Pre-Business Studies (66 semester hours)

The associate degree program is designed to provide a consistency between it and the preparation students require to pursue any of the business bachelor's degree curricula in the College of Business. Students must

fulfill the associate degree general studies component (see elsewhere in this catalog) and complete a minimum of 66 semester hours of coursework outlined below.

Core Requirements

IFS 105 Introduction to Business Computing
ACC 200 Principles of Accounting I – Financial
ACC 201 Principles of Accounting II - Managerial
BUS 230 Legal Environment
ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics
MGT 205 Introduction to Business and Management

General Education Requirements

ENG 101 College Writing
SPE 101 Principles of Speech Communication
MAT 111 Introductory Linear Mathematics
ENG 291 Advanced Writing
MAT 212 Statistics for Business Applications I
One course from humanities/fine arts component
One course from natural sciences component
One course from social or behavioral sciences component

Electives

Students should select general education courses and electives that fit into the bachelor's degree requirements for business majors. Advising is available in the College of Business to assist students in making these choices.

MINORS

The Minor in Business Administration

The minor in business administration is available to students whose major is outside the College of Business. It is required for the following bachelor's degrees in the College of Business: Accountancy, Business Administration, Finance, Information Systems, Management, Marketing, and Sports Business.

ACC 200 Principles of Accounting I - Financial
ACC 201 Principles of Accounting II - Managerial
BUS 230 Legal Environment
ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics
FIN 305 Principles of Finance
IFS 300 Management Information Systems
MGT 305 Operations Management in Business
MKT 305 Principles of Marketing

(Note: MAT 111 Introductory Linear Mathematics and MAT 212 Statistics for Business Applications I are prerequisites for one or more courses in the minor in business administration.)

The Minor in Entrepreneurial Studies

The focus of the minor in Entrepreneurial Studies is on generating ideas based on creativity, opportunity identification, feasibility studies, start-up activities, early stage strategies, and new initiatives within corporate environments. Students have unique opportunities to be involved in business partnerships and to find creative solutions to real business problems while completing their degrees. The minor in Entrepreneurial Studies consists of at least 21 semester hours.

Level 1 (pre-requisites for all entrepreneurship courses)

ENTP/ACC 150 Overview of Accounting (or ACC 200 and ACC 201)
MGT 205 Introduction to Business and Management

ENTP 300 New Venture Creation

Level 2 (1 requirement and 1 elective)

ENTP 333 New Venture Management (required)

Elective Courses in Entrepreneurship – Select one

ENTP 375 Marketing Strategies for Entrepreneurial Businesses
ENTP 376 New Venture Financing
ENTP 377 Family Business Management
ENTP 378 Emerging Enterprise Law

ENTP 405 Corporate Entrepreneurship

Level 3 (required))

ENTP 496 Entrepreneurial Internship

ENTP 497 Senior Portfolio: Writing the Business Plan

Other Minors in the College of Business

Minors in economics, finance, information systems, management, and marketing are described in respective sections below.

AFFILIATIONS

Fifth Third Bank Entrepreneurship Institute

The mission of the Fifth Third Bank Entrepreneurship Institute is to serve the northern region of Kentucky by maximizing learning opportunities for entrepreneurially inclined students by: providing an entrepreneurship curriculum at the undergraduate and graduate levels; conducting applied research on topics relevant and useful to practicing entrepreneurs; and serving as a comprehensive and valued resource for students, faculty, and the regional business community. Entrepreneurship, creating value through innovation, is one of the fastest growing subjects in today's business schools. A number of factors are driving this interest; however, the primary force is the desire and need to compete creatively in both large and small firms. The focus of the academic programs in the Fifth Third Bank Entrepreneurship Institute is on generating ideas based on creativity, opportunity identification, feasibility studies, start-up activities and early stage strategies; and sound business practices and new initiatives within corporate environments.

The outreach programs of the Entrepreneurship Institute capitalize on the expertise of NKU faculty and staff, the insight and counsel of nationally known experts, and exciting external market opportunities. These programs are intended to serve the assistance and educational needs of entrepreneurs in a variety of environments: small businesses (<\$5M in annual revenues), closely held businesses (>\$5M), not-for-profits, public corporations, intrapreneurial units of Fortune 500 corporations, and future entrepreneurs in the region and in the NKU student body.

Small Business Development Center

The Small Business Development Center was established to further economic development in the region by fostering the creation and growth of viable small enterprises. The Center provides a wide variety of professional consulting and training services to small business owners and prospective small business owners in the Northern Kentucky and Greater Cincinnati metropolitan area. In a typical year the center staff will provide assistance to several thousand individuals through free, confidential consulting, classroom seminars, and telephone clearinghouse services.

Center for Economic Education

The Center for Economic Education was established to improve the quality and quantity of economic instruction at all grade levels and to promote economic literacy in the community. The Center actively serves the eight-county service area through an extensive schedule of professional development programs for K12 teachers, graduate credit courses, curriculum consultation with teachers and schools, research activities, and an extensive free-loan library.

Marketing Research Partnership Program

The Department of Management and Marketing launched the Marketing Research Partnership Program (MRP²) in August, 2001. The primary objectives of the program are to develop co-op/internship programs, give local research companies the opportunity to interact with students via our marketing research courses and the marketing club, and ultimately to match quality students with local research firms for full-time employment.

The Department of Management and Marketing has a rich tradition of emphasizing marketing research in our curriculum having conducted over 150 studies for local businesses in the past 10 years. Current membership in the program includes the following research companies: Con-

vergys; Burke; MRSI; AC Nielsen BASES; Directions; SIRS; AC Nielsen Market Decisions; Cooper Research; and Alliance Research.

College of Business Advisory Council

The College of Business receives continuing oversight and direction from the Business Advisory Council. The members include: Carl Allison, Libertas Technologies; Richard Buddeke, Barge Exchange; Randy Coe, Kosair Charities; John C. Court, Flying Start Ventures; Kevin E. Cranley, The Willis Music Company; Bob Gepfert, Arden Technical Training; Thomas A. Gill, Tom Gill Chevrolet; Roger D. Griggs, Union Springs, LLC; Jeffrey Groob, Groob Turnaround and Growth Partners; B. Stephen Harper, Harper Oil Products, Inc.; Marc A. Hoffman, St. Elizabeth Medical Center; Vivian Llambi, Vivian Llambi and Associates, Inc.; Jamey L. Lykins, Toyota Motor Manufacturing North America Inc.; Daragh L. Porter, Ashland Inc.; Timothy P. Rawe, Fifth Third Bank; Donna L. Robichaud, Cinergy Solutions; William (Bill) M. Schuler, Castellini Company; Kelly Swartz, Citicorp Credit Services, Inc.; Ronald L. Tatham, Burke Incorporated; Eric R. (Rick) Thiemann, Hunkar Laboratories; Mike Vogt, Mazak Corporation.

COLLEGE OF BUSINESS HONORARY ORGANIZATIONS FOR STUDENTS

Beta Gamma Sigma

Beta Gamma Sigma is the national honorary society that recognizes excellence in academic achievement in schools of business administration. Beta Gamma Sigma was founded in 1907 to encourage and reward scholarship and accomplishment in the field of business studies, to promote advancement of education in the science of business, and to foster principles of honesty and integrity in business practice. Students are initiated into Beta Gamma Sigma once a year. Only schools of business accredited by *AACSB International* are permitted to establish chapters.

Nu Kappa Alpha

Nu Kappa Alpha is the accounting honorary society. It is responsible for the spring semester Accounting Banquet and service activities to the department and the profession. Criteria for membership in the society is a 3.00 GPA in the major and a 3.00 GPA overall.

PROFESSIONAL ORGANIZATIONS FOR BUSINESS STUDENTS

NKU Chapter of the Institute of Management Accountants (IMA)

Membership in the IMA Accounting Club exposes students to the wide variety of careers available in accounting and provides opportunities to network with practitioners. The club is committed to community service and to providing opportunities for students to develop leadership skills.

American Marketing Association--NKU Chapter

The NKU Chapter of the AMA is open to all students and all majors. The club helps students understand the wide range of careers available in the field of marketing. Guest speakers and networking are some of the benefits of membership.

Phi Beta Lambda (PBL)

PBL is a professional business organization for postsecondary students. It provides traditional and nontraditional students the opportunity to enhance their education by participating in various local and national chapter activities such as workshops, conferences, and competitive events.

NKU Chapter of the Data Processing Management Association: Students of Information Systems (SIS)

The mission of SIS is to provide students with the necessary skills and contacts to function as professionals in today's information society. Leadership experiences, outings and tours, and presentations by information systems professionals are among the activities sponsored.

Economics Club

The mission of the Economics Club is to promote the discipline of economics in terms of its application in real life situations, to create a fuller understanding of economics and its importance in public/private sector market dynamics. Membership is open to students in all majors.

NKU Finance Student Association

The Finance Student Association promotes a better understanding of finance and provides a means to enrich business students with information regarding career opportunities through a variety of educational trips, guest speakers, and social activities. The mission of the club is to inform, educate, and enhance the classroom learning experience. Membership is open to all students majoring in prebusiness and business.

Accountancy Department

FACULTY

Linda M. Marquis, *chair*
Glenellyn J. Barty, Rita J. Czaja, Philip A. Lewis, Lorraine E. Ruh, Peter M. Theuri, Leslie D. Turner, Andrea Weickgenannt

CONTACTING THE DEPARTMENT

The Department of Accountancy is located in BEP 469 and may be reached during business hours by phone at 859-572-6526. Visit the department's website at <http://www.nku.edu/~accountancy>.

PROGRAMS OFFERED

Bachelor of Science
Accounting

Master of Accountancy

GENERAL EDUCATION COURSE OFFERED

None

THE BACHELOR'S DEGREE PROGRAM

The program leading to the degree of Bachelor of Science with a major in accounting and a minor in business administration is offered to students who seek careers as accountants and auditors with public accounting firms or with commercial, industrial, or public institutions. The graduate might eventually become an internal auditor, cost accountant, budget director, tax accountant, Internal Revenue agent, municipal finance officer, controller, or chief financial officer.

Besides preparation in managerial, financial, and tax accounting, students are given a broad background in business administration, quantitative analysis, and liberal arts. The required curriculum will provide the courses necessary to enter a graduate program in a business discipline.

The accountancy boards of Kentucky, Ohio, and Indiana require 150 semester hours including a bachelor's degree to sit for the CPA exam. Students should check with the State Board of Accountancy in the state of residency (or employment) for specific requirements. Those students needing additional semester hours of credit should investigate the Master of Accountancy program (information is provided in the graduate catalog). The undergraduate accounting degree program does meet the educational requirements necessary to take other certifying examinations in accounting (e.g., the Certified Management Accountant examination and the Certified Internal Auditor examination).

Students with a bachelor's degree in another field who now wish to pursue a career in accounting should contact the chair of the Department of Accountancy for information about academic and professional options.

THE COOPERATIVE EDUCATION PROGRAM

The College of Business and the Cooperative Education Program offer a series of co-op courses providing career-related experience. As part of the co-op program (described elsewhere in this catalog), students may enroll in Cooperative Education Experience (CEP 300). Bachelor's degree students may apply a total of 12 semester hours of CEP 300 toward the 128-semester-hour requirement for graduation; associate degree students may apply a total of 6 semester hours of CEP 300 toward the minimum 66 semester-hour requirement for graduation.

Pre-major and selective admissions requirements

Students desiring to major in accounting must meet selective admissions requirements for the Department of Accountancy. Some of the selective admissions courses may fulfill requirements in several mandatory categories: general studies requirements, requirements for the major in accounting and requirements for the minor in business administration.

The selective admissions requirements for the major in accounting can be met by completing the following courses and maintaining a minimum grade-point average of 2.50:

Selective Admission—Courses

ENG 101 College Writing
MAT 109 Algebra for College Students
MAT 111 Introductory Linear Mathematics
MAT 112 Calculus for Business Applications
SPE 101 Principles of Speech Communications
ACC 200 Principles of Accounting I—Financial
ACC 201 Principles of Accounting II—Managerial
ACC 202 Accounting Lab
BUS 230 Legal Environment
ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics
ENG 291 Advanced Writing
MAT 212 Statistics for Business Applications I

Additional Requirements

In addition to courses listed under the major in accounting, students must provide evidence of computer literacy; this can be accomplished through a competency exam, completion of IFS 105 or documented completion of equivalent coursework. Accounting majors must also meet the requirements listed in the College of Business section above entitled "College-Wide Requirements."

Transfer Students

Transfer students with a major in accounting are required to complete at least 15 semester hours of ACC courses and at least 30 semester hours of required business courses at NKU. For evaluation of transferred courses to meet this requirement and the requirement for 64 semester hours of non-business courses, transfer students are advised to make an advising appointment with the College of Business Advising Center, BEP 463, 859-572-6134, as soon as transcripts from previous institutions are available.

Degree Requirements

In addition to university-wide requirements, students completing a degree of Bachelor of Science with a major in accounting and a minor in business administration must complete the following coursework.

The Major in Accounting

Accounting majors must complete at least 24 semester hours of 300- and 400-level ACC courses. Students majoring in accounting must have a 2.00 cumulative grade-point average in the courses marked with an asterisk in the following list.

MAT 109 Algebra for College Students
 MAT 111 Introductory Linear Mathematics
 MAT 112 Calculus for Business Application
 MAT 212 Statistics for Business Applications I
 BUS 230 Legal Environment
 *ACC 202 Accounting Lab
 *ACC 300 Intermediate Accounting I
 *ACC 301 Intermediate Accounting II
 *ACC 310 Accounting Information Systems
 *ACC 320 Income Tax Planning
 *ACC 350 Management Cost Accounting I
 BAD 305 Behavior in Organizations
 COB 305 External Context of Business
 *ACC 400 Auditing or *ACC 405 Operational Auditing
 BAD 490 Business Policy

At least one course from

ACC 396 Accounting Internship
 CEP 300 Cooperative Education Experience I

At least two accounting electives from

*ACC 400 Auditing
 *ACC 405 Operational Auditing
 *ACC 420 Business Tax Planning Institutions

*ACC 430 Accounting for Non-Profit
 *ACC 450 Management Cost Accounting II

At least one communications course from

ENG 340 Business Writing
 ENG 371 Traditional Grammar

At least one course with a global focus from

ECO 340 International Economics (previously ECO 403)
 ECO 344 Comparative Economic Systems (previously ECO 401)
 MGT 360 Comparative International Management
 PSC 320 Politics of Multinational Corporations
 FIN 415 International Finance
 PSC 410 Political Economy

Accounting majors must complete 8 semester hours of a foreign language or show high school credit for 2 years of a foreign language.

The B.S. in Accounting also requires completion of the minor in Business Administration. This minor includes courses previously listed under *Selective Admission—Courses* and the following four courses:

FIN 305 Principles of Finance
 IFS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing



Economics and Finance Department

FACULTY

Nancy A. Lang, *chair*

Thomas H. Cate, Gary Clayton, Steven DeVoto, Carl Simkonis

CONTACTING THE DEPARTMENT

The Department of Economics and Finance is located in BEP 425 and may be reached during business hours by phone at 859-572-6581. Visit the department's website at <http://www.nku.edu/~eco>.

PROGRAMS OFFERED

Bachelor of Science

Economics
Finance

Minors

Economics
Finance

GENERAL EDUCATION COURSES OFFERED

ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics
ECO 215 Contemporary Economic Issues

THE BACHELOR DEGREE PROGRAM - ECONOMICS

The major in economics is a professional degree for non-business majors who want to prepare for graduate school or desire career opportunities in international trade, applied economics, or the social sciences. These careers include work as private and public sector economists, as well as employment in other jobs that involve the study and forecasting of economic conditions and trends. Successful organizations require personnel with the skills to gather and analyze information about the economic environment which can be used to develop business or public policy. A degree in economics is excellent preparation for any career that requires knowledge of decision-making methods and the ability to analyze data relevant to making those decisions. The degree in economics is also sufficiently flexible to appeal to those students who desire a double major.

The Major in Economics

Students majoring in economics are required to complete general education requirements of the university. Students must also complete the seven required courses listed below plus four courses in one of the three tracks. Students who do not wish to complete a track have the option of completing four additional upper-division economics courses of their choice.

Required Core Courses:

MAT 111 Introductory Linear Mathematics
MAT 205 Introduction to Statistical Methods or MAT 212 Statistics for Business Applications I
ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics
CEP 300 Cooperative Education Experience
ECO 300 Intermediate Macroeconomics
ECO 301 Intermediate Microeconomics
ECO 494 Seminar in Economics

Additional requirements for the B.S. in Economics:

Any four upper-division ECO courses or choose one of the following tracks:

International Track:

ECO 330 Regional Economics
ECO 340 International Economics
ECO 342 Economic Development
ECO 344 Comparative Economic Systems

Applied Track:

ECO 302 Money and Banking
ECO 310 Introduction to Econometrics
ECO 332 Public Finance
ECO 350 Labor Economics

Social Science Track:

Any two upper-division ECO courses and two courses from the following:

GEO 301 Urban Geography
GEO 303 Cultural Geography
GEO 309 Historical Geography of the United States
GEO 360 Historical Urban Geography
HIS 419 Social and Economic History of the United States
LAS 300 Introduction to Labor Relations
LAS 304 Wages and Benefits
PSC 328 State and Urban Problems
PSC 410 Political Economy

Or, any two other approved courses

Economics majors who may want to get an MBA in the future are encouraged to complete seven additional courses in the College of Business (ACC 200, ACC 201, BUS 230, FIN 305, IFS 300, MGT 305, MKT 305, and associated prerequisite courses). These courses, along with ECO 200 and ECO 201, complete the requirements for the Minor in Business Administration.

The Minor in Economics

ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics
Elective courses (choose six from the following:)
ECO 300 Intermediate Macroeconomics
ECO 301 Intermediate Microeconomics
ECO 302 Money and Banking
ECO 310 Introduction to Econometrics
ECO 320 History of Economic Thought
ECO 322 American Economic Development
ECO 330 Regional Economics
ECO 332 Public Finance
ECO 340 International Economics
ECO 342 Economic Development
ECO 344 Comparative Economic Systems
ECO 350 Labor Economics

BACHELOR'S DEGREE PROGRAM - FINANCE

The major in finance offers varied career possibilities for college graduates. The field includes jobs in corporate finance, securities, commercial banking, financial planning, and investment banking. In corporate finance, positions may be in the treasurer's office or in the financial officer's office involving management of financial assets, capital budgeting, project financing, mergers and acquisitions, financial risk management, and international finance. Careers in the securities industry include stock brokering, trading, securities analysis and research, and options and futures trading. Banking careers may involve positions as a commercial loan officer, trust administrator, financial risk manager, bank manager, or in the credit lending or bank operations departments. Investment bankers help corporations perform business transactions, make investment decisions, and raise venture capital. They may also take on responsibilities in

financial analysis, expanding the firm's client base, or helping develop mergers or acquisitions for corporate investors. Careers in the financial planning area include the certified financial planner whose responsibilities encompass all aspects of individual financial planning such as retirement, estate, 401K, college savings, insurance and pension planning, and corporate financial planner advising employees on 401K, pensions, employee benefits, stock options, and insurance.

The major in finance includes two tracks: (1) corporate finance and (2) financial services. The financial services track is offered in partnership with Fidelity Investments to meet the needs of the financial services industry. The financial services track is approved by the Certified Financial Planner Board of Standards. The finance program is also registered with the Treasury Management Association for their Certified Cash Manager (CCM) Associate Program.

Students are strongly advised to include a cooperative education experience in the academic program. Students have the opportunity to apply for co-op positions at Fidelity Investments through its partnership agreement with the finance program at Northern Kentucky University.

Pre-major and selective admissions requirements

Students desiring to major in finance must meet selective admissions requirements for the Department of Finance. Some of the selective admissions courses may fulfill requirements in several mandatory categories: general studies requirements, requirements for the major in finance and requirements for the minor in business administration.

The selective admissions requirements for the major in finance can be met by completing the following courses and maintaining a minimum grade-point average of 2.50.

Selective Admission—Courses

ENG 101 College Writing
 MAT 111 Introductory Linear Mathematics
 SPE 101 Principles of Speech Communication
 ACC 200 Principles of Accounting I—Financial
 ACC 201 Principles of Accounting II—Managerial
 BUS 230 Legal Environment
 ECO 200 Principles of Macroeconomics
 ECO 201 Principles of Microeconomics
 ENG 291 Advanced Writing
 FIN 205 Personal Financial Management
 MAT 212 Statistics for Business Application I

And one of the following math options:

Option I:

MAT 102 Business Mathematics
 MAT 213 Statistics for Business Applications II

Option II:

MAT 109 Algebra for College Students
 MAT 112 Calculus for Business Applications

Additional requirements

Finance majors must also meet the requirements listed in the College of Business section above entitled "College-Wide Requirements."

Transfer Students

Transfer students must complete at least 50% of the courses required for the major and at least 50% of the major discipline courses at Northern Kentucky University. For evaluation of transferred courses to meet this requirement and the requirement for 64 semester hours of non-business courses, transfer students are advised to make an advising appointment with the College of Business Advising Center, BEP 463, 859-572-6134 as soon as transcripts from previous institutions are available.

The Major in Finance

Students majoring in finance are required to complete the following courses:

Required Courses

FIN 205 Personal Financial Management
 BAD 305 Behavior in Organizations: Understanding Organizational Life
 COB 305 The External Context for Business
 FIN 315 Financial Management
 FIN 345 Investment and Security Analysis
 BAD 490 Business Policy
 FIN 405 Derivative Securities
 FIN 415 International Finance
 FIN 425 Quantitative Techniques in Finance

Four courses required finance electives (choose one of the following tracks):

Corporate Finance and Investments Track

Choose two from the following courses:

FIN 325 Capital Budgeting
 FIN 335 Working Capital Management
 FIN 394 Selected Topics in Finance
 FIN 435 Case Studies in Finance

Choose two from the following courses:

FIN 355 Principles of Risk Management and Insurance
 FIN 365 Financial Markets and Institutions
 FIN 375 Commercial Bank Management
 FIN 394 Selected Topics in Finance

Financial Services Track

FIN 320 Financial Planning Process and Taxation
 FIN 355 Principles of Risk Management and Insurance
 FIN 385 Financial Planning Process and Estate Planning
 FIN 445 Retirement Planning and Employee Benefits

The B.S. in Finance also requires completion of the minor in Business Administration. This minor includes courses previously listed under *Selective Admission—Courses* and the following four courses:

FIN 305 Principles of Finance
 IFS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing

The Minor in Finance

FIN 305 Principles of Finance
 FIN 345 Investments and Security Analysis
 FIN 405 Derivative Securities

And one of the following tracks:

Corporate Finance and Investments Track

Choose three from the following:

FIN 315 Financial Management
 FIN 325 Capital Budgeting
 FIN 335 Working Capital Management
 FIN 365 Financial Markets and Institutions
 FIN 375 Commercial Bank Management
 FIN 435 Case Studies in Finance

Financial Services Track

Choose three from the following:

FIN 205 Personal Financial Management
 FIN 320 Financial Planning Process and Taxation
 FIN 355 Principles of Risk Management and Insurance
 FIN 385 Financial Planning Process and Estate Planning
 FIN 445 Retirement Planning and Employee Benefits

Information Systems Department

FACULTY

Jasbir S. Dhaliwal, *chair*
 Frank W. Braun, Teuta Cata, Sudesh M. Duggal, Jerome Gonnella, Robert C. Mahaney, David J. Manning, Vijay V. Raghavan, Toru Sakaguchi, Xiaoni Zhang

CONTACTING THE DEPARTMENT

The Department of Information Systems is located in BEP 425 and may be reached during business hours by phone at 859-572-6581. Visit the department's website at <http://www.nku.edu/~ifs>.

PROGRAMS OFFERED

Bachelor's of Science

Information Systems

Master of Science in Information Systems

GENERAL EDUCATION COURSES OFFERED

None

THE BACHELOR'S DEGREE PROGRAM

The major in information systems prepares students for careers in business computing, including work as computer programmers, programmer/analysts, systems analysts, systems designers, data-base and data communications specialists, computer consultants and other professional-level occupations involving analysis, design, development, and management of computer-based information systems. The program combines technical skills, analytical techniques, business knowledge, and a systems perspective for integrating the computer within transaction processing, management information, and decision-support systems. In this sense, the term "business computing" is broadly defined to include work in business and industrial firms, government institutions, educational organizations, health-care facilities, and other production and service organizations using computers to do the operational and administrative work of the company.

For students desiring a more managerial orientation to information systems, a specialization track in Information Technology Management is also offered that emphasizes workflow design and management, enterprise applications, knowledge management and global information technology management.

Pre-major and selective admissions requirements

Students desiring to major in information systems must meet selective admissions requirements for the Department of Information Systems. Some of the selective admissions courses may fulfill requirements in several mandatory categories: general studies requirements, requirements for the major in information systems and requirements for the minor in business administration.

The selective admissions requirements for the major in information systems can be met by completing the following 15 courses and maintaining a minimum grade-point average of 2.50.

Selective Admission—Courses

ENG 101 College Composition I
 IFS 110 Business Programming
 MAT 102 Business Mathematics
 MAT 111 Introductory Linear Mathematics
 SPE 101 Principles of Speech Communication
 ACC 200 Principles of Accounting I
 ACC 201 Principles of Accounting II
 BUS 230 Legal Environment
 ECO 200 Principles of Macroeconomics
 ECO 201 Principles of Microeconomics
 ENG 291 Advanced Writing

IFS 225 Data Communications
 IFS 235 Database Design
 MAT 212 Statistics for Business Applications I
 MAT 213 Statistics for Business Application II

Additional Requirements

Information Systems majors must also meet the requirements listed in the College of Business section above entitled "College-Wide Requirements."

Transfer Students

Transfer students must complete at least 50% of the courses required for the major and at least 50% of the major discipline courses at Northern Kentucky University. For evaluation of transferred courses to meet this requirement and the requirement for 64 semester hours of non-business courses, transfer students are advised to make an advising appointment with the College of Business Advising Center, BEP 463, 859-572-6134 as soon as transcripts from previous institutions are available.

Additional requirements for the B.S. in Information Systems:

BAD 305 Behavior in Organizations
 COB 305 The External Context of Business
 IFS 305 Advanced Business Programming
 IFS 310 Structured Analysis and Design
 IFS 325 E-Business Strategies and Models
 IFS 330 IT Project Management
 BAD 490 Business Policy
 IFS 402 Programming for E-Commerce
 IFS 410 Advanced Analysis and Design
 IFS 435 Database Management Systems
 IFS 485 Strategic Information Systems Management (Capstone)

Information Technology Management Track

Students in this track can replace IFS 402, IFS 410, and IFS 435 with any three of the following courses:

IFS 420 Knowledge Management and Enterprise Applications
 IFS 430 Workflow Design and Management
 IFS 440 Global Information Technology Management
 IFS 494 Topics in Information Systems

The B.S. in Information Systems also requires completion of the minor in Business Administration. This minor includes courses previously listed under *Selective Admission—Courses* and the following four courses:

FIN 305 Principles of Finance
 IFS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing

The Minor in Information Systems

For a minor in Information Systems, students must complete the following courses:

IFS 110 Business Programming
 IFS 225 Data Communications
 IFS 300 Management Information Systems
 IFS 305 Advanced Business Programming
 IFS 310 Structured Analysis and Design

Additionally, they must choose two courses from the following:

IFS 325 E-Business Strategies and Models
 IFS 330 IT Project Management
 IFS 402 Programming for E-Commerce
 IFS 410 Advanced Analysis and Design
 IFS 420 Knowledge Management and Enterprise Applications
 IFS 430 Workflow Design and Management
 IFS 435 Database Management Systems
 IFS 440 Global Information Technology Management
 IFS 494 Topics in Information Systems

Management and Marketing Department

FACULTY

Matthew D. Shank, *chair*
 Fred M. Beasley, Michael R. Carrell, Matthew W. Ford, Thomas Gamble,
 Richard L. Gilson, Bertie M. Greer, Giles Hertz, Stephanie Hughes,
 Daniel W. Kent, Aron Levin, Van Miller, Banwari Mittal, Margaret
 Myers, Kenneth Rhee, Doris Shaw, Tracey H. Sigler, Robert A. Snyder,
 Rebecca White

CONTACTING THE DEPARTMENT

The Department of Management and Marketing is located in BEP 475 and may be reached during business hours by phone at 859-572-6559. Visit the department's website at <http://www.nku.edu/~mgmtmkt>.

PROGRAMS OFFERED

Bachelor of Science

Business Administration
 Management
 Marketing
 Sports Business

Minors

Entrepreneurial Studies
 Management
 Marketing

GENERAL EDUCATION COURSES OFFERED

None

BACHELOR'S DEGREE PROGRAMS

Pre-major and selective admissions requirements

Students seeking majors in the Department of Management and Marketing must meet selective admissions requirements. Some of the selective admissions courses may fulfill requirements in several mandatory categories: general studies requirements, requirements for the major in business administration and requirements for the minor in business administration.

The selective admissions requirements for the majors are listed separately. Certification of a major requires completion of the specified courses while maintaining a minimum grade-point average of 2.50.

Additional Requirements

Majors must also meet the requirements listed in the College of Business section above entitled "College-Wide Requirements."

Transfer Students

Transfer students must complete at least 50% of the courses required for the major and at least 50% of the major discipline courses at Northern Kentucky University. For evaluation of transferred courses to meet this requirement and the requirement for 64 semester hours of non-business courses, transfer students are advised to make an advising appointment with the College of Business Advising Center, BEP 463, 859-572-6134 as soon as transcripts from previous institutions are available.

The Major in Business Administration

The major in business administration is designed to permit students to create a program of interdisciplinary study from upper-division courses in the College of Business appropriate to their academic interests and career goals.

Selective Admission—Courses to be completed for certification of a major in business administration with overall 2.5 GPA

ENG 101 College Writing
 MAT 111 Introductory Linear Mathematics
 SPE 101 Principles of Speech Communications
 ACC 200 Principles of Accounting I—Financial
 ACC 201 Principles of Accounting II—Managerial
 BUS 230 Legal Environment
 ECO 200 Principles of Macroeconomics
 ECO 201 Principles of Microeconomics
 ENG 291 Advanced Writing
 MAT 212 Statistics for Business Applications I

One of the following:

FIN 205 Personal Finance
 MGT 205 Introduction to Business Management

One of the following:

MAT 112 Calculus for Business Applications
 MAT 213 Statistics for Business Applications II

In addition to university-wide requirements, students completing a degree of Bachelor of Science with a major in business administration and a minor in business administration must complete the following coursework.

Additional requirements for the B.S. in Business Administration:

BAD 305 Behavior in Organizations
 COB 305 External Context of Business
 BAD 490 Business Policy
 21 hours of upper-division electives in the College of Business

The B.S. in Business Administration also requires completion of the minor in Business Administration. This minor includes courses previously listed under *Selective Admission—Courses* and the following four courses:

FIN 305 Principles of Finance
 IFS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing

The Major in Management

The major in management is designed to provide graduates with the fundamental personal, interpersonal, conceptual, and technical knowledge and skills they need to manage organizational operations and resources effectively. All students are expected to master a variety of business communication forms (e.g., formal presentations, written reports) and to develop basic behavioral competencies necessary for those who intend to plan, organize, lead, and control the work of others in an organization. These behavioral competencies imperatively include team-building and small-group management skills. Management students must also analyze complicated business problems and seek to become adept at using both quantitative and qualitative decision-making techniques. Likewise, current and historically important theories of organization and human work behavior are studied so that students might acquire a context for understanding the complex and dynamic processes occurring in contemporary organizations. Required courses in the management major place an emphasis on learning that should facilitate long-term development as a management professional.

The focus of the management program is on the knowledge base and skills that underlie effective management practice irrespective of organization-or industry-type. Thus, graduates of the management program typically seek college entry-level general management or management-trainee positions in virtually any field—from banking to health care to manufacturing to sports or transportation.

Selective Admission—Courses to be completed for certification of major in management with overall 2.5 GPA

ENG 101 College Writing

MAT 102 Business Mathematics
 MAT 111 Introductory Linear Mathematics
 SPE 101 Principles of Speech Communications
 ACC 200 Principles of Accounting I—Financial
 ACC 201 Principles of Accounting II—Managerial
 BUS 230 Legal Environment
 ECO 200 Principles of Macroeconomics
 ECO 201 Principles of Microeconomics
 ENG 291 Advanced Writing
 MAT 212 Statistics for Business Applications I
 MAT 213 Statistics for Business Applications II
 MGT 205 Introduction to Business and Management
 SPE 220 Interpersonal Communications

Additional requirements for the B.S. in Management:

MGT 206 Management Assessment and Development I
 MGT 240 Managerial Communications
 BAD 305 Behavior in Business Organizations
 COB 305 External Context of Business
 ENTP 300 New Venture Creation
 MGT 310 Managerial Behavior
 MGT 340 Human Resources Administration
 BAD 490 Business Policy
 MGT 406 Management Assessment and Development II

At least two elective courses in management; any two of the following courses; others may be chosen with an adviser's advance consent. (MGT 394 may be taken more than once if topics and issues differ).

ENTP 333 New Venture Management
 ENTP 375 Marketing Strategies for Entrepreneurial Businesses
 ENTP 376 New Venture Financing
 ENTP 377 Family Business Management
 ENTP 378 Emerging Enterprise Law
 MGT 360 Comparative International Management
 MGT 394 Selected Topics in Management
 ENTP 405 Corporate Entrepreneurship
 ENTP 496 Entrepreneurial Internships
 ENTP 497 Writing the Business Plan
 MGT 410 Managing Organizational Change
 MGT 415 Continuous Quality Improvement
 MGT 496 Internship in Small Business

The B.S. in Management also requires completion of the minor in Business Administration. This minor includes courses previously listed under *Selective Admission—Courses* and the following four courses:

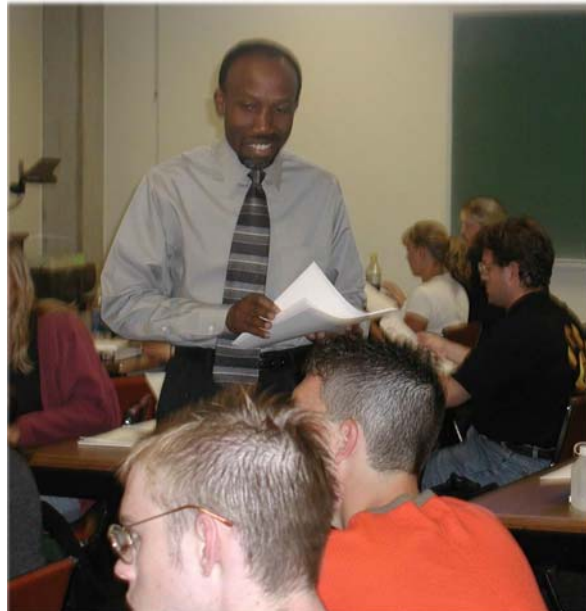
FIN 305 Principles of Finance
 IFS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing

The Major in Marketing

The major in marketing emphasizes the knowledge, skills, and concepts necessary for effective performance in the various functional areas of marketing (e.g., product development, distribution, marketing communications and, especially, applied marketing research). The required courses are designed to demonstrate the interaction of the social, economic, and cultural environments upon the management of an organization's marketing activities. The marketing electives offer an opportunity for students to choose one of the following tracks for more specialized knowledge according to their academic interests and career goals: International Marketing; Retailing and Services Marketing; Sales; and Sports Marketing.

Career opportunities in marketing are extensive and diversified, including all aspects of product and brand management, distribution, retailing, sales, promotion, and a variety of forms of marketing communications. The degree program in marketing prepares students for entry-level career positions by requiring them to demonstrate through research

and case analysis the ability to apply marketing knowledge in practical situations. Marketing courses are also designed to encourage development and improvement of written and oral communication skills. Students are expected to make presentations, to write research reports and marketing plans, and to interact effectively with others in group assignments.



Selective Admission—Courses to be completed for certification of a major in marketing with overall 2.5 GPA

ENG 101 College Writing
 MAT 102 Business Mathematics
 MAT 111 Introductory Linear Mathematics
 SPE 101 Principles of Speech Communications
 PSY 100 Introduction to Psychology
 SOC 100 Introduction to Sociology
 ACC 200 Principles of Accounting I—Financial
 ACC 201 Principles of Accounting II—Managerial
 BUS 230 Legal Environment
 ECO 200 Principles of Macroeconomics
 ECO 201 Principles of Microeconomics
 ENG 291 Advanced Writing
 MAT 212 Statistics for Business Applications I
 MAT 213 Statistics for Business Applications II

Additional requirements for the B.S. in Marketing:

BAD 305 Behavior in Organizations
 COB 305 External Context of Business
 MKT 320 Consumer Behavior
 MKT 392 Introduction to Marketing Research
 OST 311 Written Communication Systems
 (or ENG 340 Business Writing)
 BAD 490 Business Policy
 MKT 480 Marketing Strategies and Policies
 MKT 492 Advanced Marketing Research

Nine semester hours required marketing electives (choose one of the following tracks; others may be chosen with an adviser's advance consent; students would also be allowed to take three MKT elective, including SPB 305 and SPB 308, without declaring a track):

International Marketing Track

MKT 394 Selected Topics in Marketing: International Marketing
 And any two of the following (or others with consent of adviser):
 ECO 344 Comparative Economic Systems
 ECO 340 International Economics
 FIN 415 International Finance

Marketing Research Track

Any three of the following courses (or others with adviser's consent):

MAT 312 Elementary Survey Sampling
 MAT 314 Design and Analysis of Experiments
 PSY 210 Research methods in Psychology
 SOC 320 Social Research
 SOC 321 Applied Social Research
 ECO 310 Introduction to Econometrics

Sales Track

MKT 306 Sales Management
 MKT 310 Principles of Professional Selling
 And one of the following (or others with consent of adviser):
 SPE 220 Interpersonal Communication
 SPE 303 Organizational Communication

Sports Marketing Track

SPB 305 Sports Marketing

And any two of the following courses (or others with advisor's consent):

SPB 308 Sports Promotion Tools
 SPB 330 Sports Legal Environment
 SPB 480 Sports Business Strategies and Policies

The B.S. in Marketing also requires completion of the minor in Business Administration. This minor includes courses previously listed under *Selective Admission—Courses* and the following four courses:

FIN 305 Principles of Finance
 IFS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing

**The Major in Sports Business**

Sports Business is the multidisciplinary study of business principles and processes applied to the sports industry.

The undergraduate major in Sport Business is a College of Business major supported by courses in the Communications Department and Physical Education. The program is designed to prepare students for a variety of career and leadership opportunities in sport business and recreational management. These fields include event suppliers, event management and marketing, sports media, sports sponsorship, athlete services, sports commissions, sports lawyers, manufacturers and distribution, facilities and facility suppliers, teams, leagues, college athletics, and finance. Program objectives prepare the student for the demands involved in the operation of sport programs at various levels.

Selective Admission—Courses to be completed for certification of a major in sports business with overall 2.5 GPA

ENG 101 College Writing
 MAT 102 Business Mathematics
 MAT 111 Introductory Linear Mathematics
 SPE 101 Principles of Speech Communications
 ACC 200 Principles of Accounting I—Financial
 ACC 201 Principles of Accounting II—Managerial
 BUS 230 Legal Environment
 ECO 200 Principles of Macroeconomics
 ECO 201 Principles of Microeconomics
 ENG 291 Advanced Writing
 MAT 212 Statistics for Business Applications I
 MAT 213 Statistics for Business Applications II

Additional requirements for the B.S. in Sports Business:

BAD 305 Behavior in Organizations
 SPB 396 Internship: Sports Business
 COB 305 External Context of Business
 MKT 306 Sales Management or MKT 310 Personal Selling
 MKT 308 Advertising and Promotion
 MKT 320 Consumer Behavior
 SPB 305 Sports Marketing
 SPB 308 Sports Promotion Tools
 SPB 330 Sports legal Environment
 PHE 385 Sociological and Psychological Dimensions of Sport
 SPE 303 Organizational Communications
 SPE 370 Advanced Public Speaking
 SPE 380 Special Topics in Speech Communication: Sports
 Public Relations
 BAD 490 Business Policy
 PHE 450 Organization and Administration of Recreation and Athletics
 SPB 480 Sports Business Strategies and Policies

The B.S. in Sports Business also requires completion of the minor in Business Administration. This minor includes courses previously listed under *Selective Admission—Courses* and the following four courses:

FIN 305 Principles of Finance
 IFS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing

MINORS**The Minor in Entrepreneurial Studies**

The focus of the minor in Entrepreneurial Studies is on generating ideas based on creativity, opportunity identification, feasibility studies, start-up activities, early stage strategies, and new initiatives within corporate environments. Students have unique opportunities to be involved in business partnerships and to find creative solutions to real business problems while completing their degrees. Business majors pursuing this minor are not required to take ENTP 150 or MGT 205.

Level 1 (pre-requisites for all entrepreneurship courses)

ENTP 150 Overview of Accounting (or ACC 200 and ACC 201)
 MGT 205 Introduction to Business and Management
 ENTP 300 New Venture Creation

Level 2 (1 requirement and 1 elective)

ENTP 333 New Venture Management (required)

Elective Courses in Entrepreneurship – Select one

ENTP 375 Marketing Strategies for Entrepreneurial Businesses
 ENTP 376 New Venture Financing
 ENTP 377 Family Business Management
 ENTP 378 Emerging Enterprise Law
 ENTP 405 Corporate Entrepreneurship

Level 3 (required)

- ENTP 496 Entrepreneurial Internship
- ENTP 497 Senior Portfolio: Writing the Business Plan

The Minor in Management

The required courses in the minor focus primarily on the behavioral aspects of management, i.e., the study of why people behave the way they do in work organizations and how managers can behave to effectively influence others and achieve organizational goals. Two elective courses in the minor allow students to explore areas of individual interest.

Required courses

- MGT 205 Introduction to Business Management
- BAD 305 Behavior in Organizations
- MGT 310 Managerial Behavior
- MGT 340 Human Resources Administration
- SPE 220 Interpersonal Communication

Elective courses (any two; others may be chosen with an adviser's advance consent):

- ENTP 300 New Venture Creation
- ENTP 333 New Venture Management
- ENTP 485 Field Study in Entrepreneurial Firms
- ENTP 375 Marketing Strategies for Entrepreneurial Businesses
- ENTP 376 New Venture Financing
- ENTP 377 Family Business Management
- ENTP 378 Emerging Enterprise Law
- MGT 360 Comparative International Management
- MGT 394 Selected Topics in Management
- MGT 394 Contemporary Issues in Management
- ENTP 405 Corporate Entrepreneurship
- ENTP 496 Entrepreneurial Internships
- MGT 496 Internship in Small Business

The Minor in Marketing

The required courses provide a general introduction to business organizations and their management (MGT 205), an overview of the market-

ing function (MKT 305), and exposure to the scientific study of buyer behavior (MKT 320). Elective courses allow students to pursue their own particular interests in the discipline.



Required courses:

- MGT 205 Introduction to Business and Management
- MKT 305 Principles of Marketing
- MKT 320 Consumer Behavior (or PSY 304 Consumer Psychology)

Elective courses (any four; others may be chosen with an adviser's advance consent):

- MKT 306 Sales Management
- MKT 307 Retail Management
- MKT 308 Advertising and Promotion
- MKT 310 Principles of Professional Selling
- MKT 340 Industrial Marketing
- MKT 392 Introduction to Marketing Research
- MKT 394 Selected Topics in Marketing