

THE COLLEGE OF BUSINESS

DEPARTMENTS

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

* Department and all programs as noted below will join the College of Informatics in Spring 2006.

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 301, 859-572-6134, <http://www.nku.edu/~cobadvising>.

PROGRAMS OFFERED BY THE COLLEGE OF BUSINESS

Associate of Applied Science

Aviation Administration
Construction Technology
Pre-Business Studies

Bachelor of Science

Accounting
Business Administration
Business Education (teaching)
Business Education/Organizational Systems Technology (non-teaching)*
Construction Management
Economics
Finance
Information Systems*
Industrial Education
Labor Relations
Management

Marketing
Sports Business

Bachelor of Arts

Organizational Leadership

Minors

Business Administration
Economics
Entrepreneurship Studies
Finance
Industrial and Labor Relations
Industrial Technology
Information Systems
Management
Marketing
Organizational Systems Technology*

Certificate Programs

Accounting CPA Track
Accounting General
Applied Economics and Public Policy
Architectural Drafting
Entrepreneurship
Finance General
Financial Planning
Information Systems Development*
Information Systems Management*
Manufacturing Processes
Organizational Leadership
Organizational Systems Technology*
Organizational Training and Development*
Marketing Research
Sports Business

Graduate Programs

Master of Accountancy

Specialization Tracks
Professional Track
Tax Track
Accounting Practice and Reporting Track

Master of Business Administration

Specialization Tracks
Business Administration
Entrepreneurship
Finance
Information Systems

International Business
 Marketing
 Project Management
Juris Doctor/Master of Business Administration
Master of Science in Information Systems*
Specialization Tracks
 Information Systems Development
 Information Technology Management
 Information Technology Audit
 Information Technology Entrepreneurship
Master of Science in Technology
Specialization Tracks
 Construction Management Technology
 Innovation Systems Technology Management
 Quality Assurance

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 business 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.

The CMGT degree (ACCE) in the Department of Technology is accredited by the **American Council for Construction Education**.

The BED and IED programs in the Department of Technology are accredited by the **National Council for Accreditation of Teacher Education**.

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 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.

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

The College of Business offers fourteen bachelor's degree programs, three associate degree programs, and ten 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 Technology, 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 eight business discipline areas in which bachelor’s degrees are offered (accounting, business administration, finance, information systems, labor relations, 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 a bachelor’s program in a business discipline must have completed all selective admission requirements and must have certified a major before enrolling in any 400-level business 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, all 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 business majors in the College of Business.

ASSOCIATE DEGREE PROGRAMS

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 109 Algebra for College Students (or ACT math score of 23 or higher)
MAT 114 Finite Mathematics
ENG 291 Advanced Writing
STA 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.

Other Associate Degree Programs

Associate degree programs in Aviation Administration and Construction Technology are described below under the Department of Technology.

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, Labor Relations, 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 109 Algebra for College Students, MAT 114 Finite Mathematics and STA 212 Statistics for Business Applications I are prerequisites for one or more courses in the minor in business administration.)

Other Minors in the College of Business

Minors in Economics, Entrepreneurial Studies, Finance, Information Systems, Labor Relations, Industrial Technology, Management, Marketing, and Organizational Systems are described in respective sections below.

Post Baccalaureate Certificates

Students who have completed a bachelor's degree may pursue business certificate programs in the College of Business. Certificates are offered in the following subjects: Accounting, Applied Economics and Public Policy, Entrepreneurship, Finance, Financial Planning, Information Systems Development*, Information Systems Management*, Marketing Research and Sports Business. The requirements for these certificates are described in respective sections below.

Certificates

Other certificates offered in the College of Business include Architectural Drafting, Manufacturing Processes, Organizational Leadership, Organizational Systems Technology*, Organizational Training and Development*. The requirements for these certificates 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: Convergys; Burke; MRSI; AC Nielsen BASES; Directions; SIRS; AC Nielsen Market Decisions; Cooper Research; and Parker Research.

College of Business Advisory Council

The College of Business receives continuing oversight and direction from the Business Advisory Council. The members include: 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; Tom Green, John R. Green Company; 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; William G. Kohlhepp, Cors and Bassett LLC; Vivian Llambi, Vivian Llambi and Associates, Inc.; James Monton, retired, the Procter and Gamble Company; 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 are 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 pre-business and business.

NKU Sports Business Club

The Sports Business Club is designed to expose students to the wide range of careers in the sports industry, and supplement students' classroom knowledge with tours and lectures at area sports organizations.

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.

Accountancy Department

FACULTY

Leslie D. Turner, *chair*, Glenellyn J. Barty, Teresa Elliott, Linda Marquis, Catherine Neal, Vincent Owghoso (Visiting Professor), Lorraine E. Ruh, Robert Russ, Robert Salyer, Peter M. Theuri, 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.

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 with a minimum grade-point average of 2.50 in these ten courses:

Selective Admission—Courses

ENG 101 College Writing

MAT 114 Finite 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
STA 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 301, 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.

Major in Accounting

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 or ACT \geq 23
MAT 114 Finite Mathematics
MAT 112 Applied Calculus
STA 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
BUS 330 Ethics in Managerial Decision-Making
ECO 305 International Context for Business
MGT 300 Behavior in Organizations
*ACC 400 Auditing or *ACC 405 Operational Auditing

MGT 490 Business Policy

At least one course from

ACC 396 Accounting Internship
CEP 300 Cooperative Education Experience I

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)
FIN 415 International Finance
MGT 360 Comparative International Management
PSC 320 Politics of Multinational Corporations
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.

Accounting majors who desire to earn additional accounting credit hours may choose to take 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

The B.S. in Accounting also requires completion of the minor in Business Administration. This minor includes courses previously listed and the following four courses:

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

POST-BACCALAUREATE CERTIFICATES

Accounting - CPA Track

The Certificate in Accounting - CPA Track is designed for those students who are interested in work as a Certified Public Accountant (CPA). The State Boards of Accountancy in Kentucky, Ohio, and Indiana require a total of 150 semester hours to apply to take the CPA exam. While many students earn a Master of Accountancy degree to satisfy this requirement, a Master's degree may not be appropriate for everyone. This set of courses is designed to provide students with the total hours, accounting hours, and accounting knowledge necessary to become a CPA. Students enrolled in this certificate program must meet all course pre-requisites except class standing and certification.

Required Courses

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
ACC 400 Auditing

Pre-requisite Courses

IFS 105 Introduction to Business Computing
ACC 200 Principles of Accounting I - Financial
ACC 201 Principles of Accounting II - Managerial
MAT 112 Applied Calculus
STA 212 Statistics for Business Application I
ENG 340 or OST 311, or SPE 303

General Accounting

The Certificate in General Accounting is designed for those students who are interested in work as an accountant in a field other than public accounting. Such fields would include work as an accountant in a corporation, a governmental agency, or a non-profit agency. This set of courses is designed to provide students with accounting knowledge necessary to become an accountant. Students enrolled in this certificate program must meet all course pre-requisites except class standing and certification.

Required Courses

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
One other upper division ACC course

Pre-requisite Courses

IFS 105 Introduction to Business Computing
ACC 200 Principles of Accounting I - Financial
ACC 201 Principles of Accounting II - Managerial
MAT 112 Applied Calculus
STA 212 Statistics for Business Application I
ENG 340 or OST 311, or SPE 303

Economics and Finance Department

FACULTY

Gary Clayton, *chair*, Lynn Burbridge, Thomas H. Cate, Steven DeVoto, Linda Dynan, Kathy He Fogel, Young Kim, Nancy A. Lang, Carl Simkonis, J.C. Thompson

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 STA 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 (18 hours)

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

POST-BACCALAUREATE CERTIFICATES

Applied Economics and Public Policy

The Certificate in Applied Economics and Public Policy is designed for students interested in acquiring the knowledge and skills that will enhance their effectiveness in the area of applied economics and public policy. This set of courses provides students with the opportunity to develop critical thinking and problem solving skills and apply them to current economic issues.

Required Courses

ECO 301 Intermediate Microeconomics

ECO 332 Public Finance

ECO 342 Economic Development

ECO 394 Topics in Economics

ECO 494 Seminar in Economics

PSC 214 Government and Business

Pre-requisite Courses

ECO 200 Principles of Macroeconomics

ECO 201 Principles of Microeconomics

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, along with all associate pre-requisites, is registered with Certified Planner Board of Standards, Inc. Courses required to complete the Certificate in Financial Planning and to sit for the CFP® certification examination are included in the financial services track and the finance major. They include the following pre-requisite courses: ACC 200, ACC 201, ECO 200, ECO 201, STA 212, FIN 305 and FIN 345. The required courses include: FIN 205, FIN 320, FIN 355, and FIN 445.

NKU does not certify individuals to use the CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP (with flame logo®) certification marks. CFP certification is granted only by Certified Financial Planner Board of Standards Inc. to those persons who, in addition to completing an educational requirement such as this CFP Board Registered Program, have met its ethics, experience and examination requirements. Certified Financial Planner Board Standards, Inc. owns the marks CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP (with flame log®) which it awards to individuals who successfully complete initial and ongoing certification requirements.

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 with a minimum grade-point average of 2.50 in these ten courses:

Selective Admission—Courses

ENG 101 College Writing
MAT 114 Finite 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
STA 212 Statistics for Business Applications I

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 301, 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

MAT 109 Algebra for College Students or ACT \geq 23
FIN 205 Personal Financial Management
BUS 330 Ethics in Managerial Decision-Making
ECO 305 International Context for Business
FIN 315 Financial Management
FIN 345 Investment and Security Analysis
MGT 300 Behavior in Organizations: Understanding Organizational Life
FIN 405 Derivative Securities
FIN 415 International Finance
FIN 425 Quantitative Techniques in Finance
MGT 490 Business Policy

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 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

POST-BACCALAUREATE CERTIFICATES

Finance

The Certificate in Finance is designed for those students who are interested in working in corporate finance. The set of courses is designed to provide students with an understanding of corporate finance, investments, and institutions. Students enrolled in this certificate program must meet all course pre-requisites except class standing and certification.

Required Courses

- FIN 315 Financial Management
- FIN 345 Investments and Security Analysis
- FIN 365 Financial Markets and Institutions
- FIN 415 International Finance
- FIN 435 Case Studies in Finance

Pre-requisite Courses

- ACC 200 Principles of Accounting I - Financial
- ACC 201 Principles of Accounting II - Managerial
- STA 212 Statistics for Business Application I
- FIN 305 Principles of Finance

Financial Planning

The Certificate in Financial Planning is designed to provide a strong educational basis for individuals pursuing careers in the financial services industry. Students enrolled in this certificate program must meet all course pre-requisites except class standing and certification. The Certificate in Financial Planning along with all associated pre-requisites, is registered with Certified Financial Planner Board of Standards Inc. NKU does not certify individuals to use the CFP[®] CERTIFIED FINANCIAL PLANNER[™], and CFP (with flame logo[®]) certification marks. CFP certification is granted only by Certified Financial Planner Board of Standards Inc. to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience and examination requirements. CFP Board Standards Inc. owns the marks CFP[®], CERTIFIED FINANCIAL PLANNER[™], and CFP (with flame logo[®]), which it awards to individuals who successfully complete initial and ongoing certification requirements.

Required Courses

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

Pre-requisite Courses

- ECO 201 Principles of Microeconomics
- STA 212 Statistics for Business Application I
- FIN 305 Principles of Finance
- FIN 345 Investments and Security Analysis

Information Systems Department*

*This department moves to the College of Informatics in January 2006

FACULTY

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

CONTACTING THE DEPARTMENT

The Department of Information Systems is located in ST 206 and may be reached during business hours by phone at 859-572-6366. Visit the department's website at <http://www.nku.edu/~ifs>.

PROGRAMS OFFERED

Bachelor's of Science

Business Education /Organizational Systems Technology

Non-Teaching Track

Information Systems

Specialization Tracks:

Information Technology Management

Information Systems Development

Master of Science in Information Systems

Specialization Tracks

Information Systems Development

Information Technology Management

Information Technology Audit Information Technology Entrepreneurship

GENERAL EDUCATION COURSES OFFERED

None

BACHELOR'S DEGREE PROGRAMS

Bachelor of Science in Information Systems

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 courses with a minimum grade-point average of 2.50 in these ten courses:

Selective Admission—Courses

ENG 101 College Writing
MAT 114 Finite 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
STA 212 Statistics for Business Applications I

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 301, 859-572-6134 as soon as transcripts from previous institutions are available.

Additional requirements for the B.S. in Information Systems

IFS 225 Data Communications
IFS 235 Database Design
MAT 109 Algebra for College Students or ACT \geq 23
STA 213 Statistics for Business Applications II
BUS 330 Ethics in Managerial Decision-Making
ECO 305 International Context for Business
IFS 305 Advanced Business Programming
IFS 310 Structured Analysis and Design
IFS 325 E-Business Strategies and Models
IFS 330 IT Project Management
MGT 300 Behavior in Organizations
IFS 402 Programming for E-Commerce
IFS 410 Advanced Analysis and Design
IFS 435 Database Management Systems
IFS 485 Strategic Information Systems Management (Capstone)
MGT 490 Business Policy

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 and the following four courses:

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

Organizational Systems Technology (OSTM)

The Organizational Systems Technology program prepares professionals to effectively manage today's organizational systems. Organizational Systems are the business functions related to coordination and management of information resources of an organization. Generally, organizational systems functions include responsibilities for planning, selecting, designing, implementing, training for, and evaluating technical and non-technical organizational systems.

This program includes an OST core, general education, a professional core, co-op/practicum/internship, and electives. The electives enable students to pick up areas of concentration in a discipline outside the OST option. The curriculum emphasizes both the technical and human sides of an organization as contrasted with existing computer science curricula. Graduates will be prepared to plan for and design user-compatible systems and manage the change effort necessary for the introduction of new technologies.

General Education (46-51 semester hours)

Fulfilled by the required and distributive components set forth by the University.

Systems Core (42 semester hours)

- OST 111 Word Processing Technologies
- OST 214 Spreadsheet Technologies
- OST 300 Organizational and End-User Systems Concepts
- OST 310 Intercultural Business Communication
- OST 311 Written Communication Systems
- OST 317 Data Base Technologies
- OST 320 Communications Technologies
- OST 323 Systems Planning and Implementation
- OST 324 Operating Systems Technologies
- OST 325 Electronic Publishing/Presentation Technologies
- OST 326 End-User Technology Solutions and Technology
- OST 330 The Internet: Concepts and Techniques for Work and Technology
- OST 394 Topics: Applied Technology Systems
- OST 421 Cases Studies in Applied Technology Systems

Professional Core (33 semester hours)

- ACC 200 Principles of Accounting I— Financial
- IET 310 Problem Solving in Technology
- ENG 347 Technical Writing/PREREQ: ENG 291 or equivalent
- IET 301 Cooperative Education in Technology
- IET 305 Human Relations in Business and Industry
- IET 308 Leadership in the Quality
- IET 315 Personnel Management
- BUS 230 Legal Environment
- PSY 320 Psychology of Adult Development
- PSY 340 Social Psychology or PSY 344 Industrial /Organizational Psychology
- SPE 220 Interpersonal Communications

Approved Upper Division Electives (9 semester hours)

- OST 422 Training and Organizational Development
- PSY 344 Industrial Organizational Psychology
- IET 395 Total Quality Teamwork
- LDR 480 Organizational Leadership Capstone
- MKT 305 Principles of Marketing
- MKT 308 Advertising and Promotion
- MKT 320 Consumer Behavior or PSY 304 Consumer Psychology

Organizational Training and Development (OSTT)

The Organizational Training and Development program prepares professionals to effectively develop and implement training programs in today's new technologies. This

interdisciplinary program focuses on a variety of core competencies for professional training including curriculum development, instructional design, training program delivery, and the psychology of adult development.

This program includes a training core, general education, a professional core, co-op/practicum/internship, and electives. The electives enable students to pick up areas of concentration in a discipline outside the OST option. Graduates will be prepared to plan, design, deliver, and assess training in high-tech work environments.

General Education (46-51 semester hours)

Fulfilled by the required and distributive components set forth by the University.

Systems Core (42 semester hours)

- OST 111 Word Processing Technologies
- OST 214 Spreadsheet Technologies
- OST 300 Organizational and End-User Systems Concepts
- OST 310 Intercultural Business Communication
- OST 311 Written Communication Systems
- OST 317 Data Base Technologies
- OST 320 Communications Technologies
- OST 323 Systems Planning and Implementation
- OST 325 Electronic Publishing/Presentation Technologies
- OST 326 End-User Technology Solutions
- OST 330 The Internet: Concepts and Techniques for Work and Technology
- IET 340 Web Development: Basic Concepts & Practices
- OST 421 Cases Studies in Applied Technology Systems
- OST 422 Designing and Managing Organizational Training

Professional Core (30 semester hours)

- ACC 200 Principles of Accounting I—Financial
- IET 310 Problem Solving in Technology
- ENG 347 Technical Writing/PREREQ: ENG 291 or equivalent
- IET 380 Organization & Management of Industrial Education
- IET 305 Human Relations in Business and Industry
- IET 308 Leadership in the Quality Environment
- BUS 230 Legal Environment
- PSY 320 Psychology of Adult Development
- SPE 220 Interpersonal Communications
- PSY 340 Social Psychology

Approved Upper Division Electives (12 semester hours)

- IET 315 Personal Management
- IET 395 Total Quality Teamwork
- LDR 480 Organizational Leadership Capstone
- MKT 305 Principles of Marketing
- MKT 308 Advertising and Promotion
- MKT 320 Consumer Behavior

MGT 305 Operations Management in Business
PSY 304 Consumer Psychology

MINORS

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

POST-BACCALAUREATE CERTIFICATES

The Department of Information Systems also offers two post-baccalaureate certificate programs. The first requires completion of six three-credit hour courses pertaining to information system development while the other involves completion of five three-credit hour courses pertaining to information systems management.

Any student with a prior undergraduate degree is eligible for these certificate programs. Most students with an undergraduate degree in a business discipline will only need the courses listed below under the specific certificate program. For students with non-business undergraduate degrees, more courses may be needed to complete prerequisites that are typically courses in an undergraduate business program. These certificates are designed to be completed in 3-4 semesters of part-time study for students with an undergraduate business degree. Students with non-business undergraduate degrees should consult with an advisor for information about additional prerequisite courses and approximate length of time to complete the program. All course work must be taken for a letter grade and must be completed within eight years.

Information Systems Development - 18 credit hours

- IFS 110 Business Programming
- IFS 225 Data Communications
- IFS 235 Database Design
- IFS 305 Advanced Business Programming
- IFS 310 Structured Analysis & Design
- IFS 402 Programming for E-Commerce

(Subject to approval, students may substitute up to two of these required courses with

other appropriate courses from the total portfolio of undergraduate information systems courses)

Information Systems Management - 15 credit hours

- IFS 110 Business Programming
- IFS 325 E-Business Strategies & Models
- IFS 330 IT Project Management
- IFS 440 Global Information Technology Management
- IFS 485 Strategic Information Systems Management

(Subject to approval, students may substitute up to two of these required courses with other appropriate courses from the total portfolio of undergraduate information systems courses)

CERTIFICATE PROGRAMS

Certificate in Organizational Systems (15 semester hours)

This program is designed to provide basic elements of office systems technology by pursuing existing regularly scheduled courses. It offers an opportunity for office personnel to gain additional skills and knowledge necessary to successfully fulfill their respective roles in the ever-changing organizational environment.

The organizational systems certificate will be awarded upon successful completion of the following courses and two courses from the listed course options.

- OST 111 Word Processing Technologies
- OST 214 Spreadsheet Technologies
- OST 311 Written Communications Systems

Course options - select two:

- OST 317 Database Technologies
- OST 324 Operating Systems Technologies
- OST 325 Electronic Publishing/Presentation Technologies
- OST 330 Internet: Concepts & Techniques for Work in
Technology-Related Fields

Certificate in Organizational Training and Development (18 semester hours)

This program is designed to enable students to assess training needs in an organization; apply theories of learning and instructional design to training of employees in high-tech work environments; design training materials and deliver training through diverse delivery systems; and implement, evaluate, and manage training functions and resources.

The Organizational Training and Development Certificate will be awarded upon successful completing of the following courses:

- OST 422 Designing and Managing Organizational Training
- OST 325 Electronic Publishing/Presentation Technologies
- SPE 101 Principles of Speech Communication

Select three from the following four:

- OST 310 Intercultural Business Communications
- OST 311 Written Communication Systems
- IET 305 Human Relations in Business and Industry
- IET 308 Leadership in the Quality Environment

Management and Marketing Department

FACULTY

Matthew D. Shank, *chair*, Fred M. Beasley, Michael R. Carrell, Ruth Champion, Vassilis Dalakas, Mary Conway Dato-on, Matthew W. Ford, Thomas Gamble, Richard L. Gilson, Bertie M. Greer, Giles Hertz, Stephanie Hughes, Daniel W. Kent, Aron Levin, Van Miller, Banwari Mittal, Stephen Mueller, Margaret Myers, William Recker, 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 859-572-5114. Visit the department's website at <http://www.nku.edu/~mgmtmkt>.

PROGRAMS OFFERED

Bachelor of Science

- Business Administration
- Labor Relations
- 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 in those courses.

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 301, 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.

The selective admissions requirements for the major in business administration can be met by completing the following courses with a minimum grade-point average of 2.50 in these ten courses:

Selective Admission—Courses

- ENG 101 College Writing
- MAT 114 Finite 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
- STA 212 Statistics for Business Applications I

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:

One of the following:

- FIN 205 Personal Finance
- MGT 205 Introduction to Business Management

One of the following:

- MAT112 Applied Calculus
- STA 213 Statistics for Business Applications II

All the following:

- MAT 109 Algebra for College Students or ACT \geq 23
- BUS 330 Ethics in Managerial Decision-Making
- ECO 305 International Context for Business
- MGT 300 Behavior in Organizations
- MGT 490 Business Policy
- 21 hours of upper-division business 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 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 Labor Relations

Labor Relations includes all aspects of the relationship between employees and organizations including wages, benefits, hours, and working conditions. An understanding of the history, concepts and practices of Labor Relations can contribute to a harmonious work environment for both management and labor. The field of Labor Relations (LR) provides opportunities for business and human resource managers, government officials, and union leaders. The program is designed as an applied practical approach to employee labor relations. While a theoretical background is provided, the emphasis is placed upon applying LR to the work setting and developing an appreciation of the actual labor-management process.

The selective admissions requirements for the major in labor relations can be met by completing the following courses with a minimum grade-point average of 2.50 in these ten courses:

Selective Admission—Courses

- ENG 101 College Writing
- MAT 114 Finite 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
- STA 212 Statistics for Business Applications I

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

Additional requirements for the B.S. in Labor Relations

MAT 109 Algebra for College Students or ACT \geq 23
MGT 205 Introduction to Business Management
STA 213 Statistics for Business Applications II
BUS 330 Ethics in Managerial Decision-Making
ECO 305 International Context of Business
LAS 300 Introduction to Labor Relations
LAS 301 Labor-Management Negotiations
LAS 302 Contract Administration and dispute Settlement
LAS 303 Labor Law
LAS 304 Wage and Benefits
LAS 320 Problems in Labor Law
MGT 300 Behavior in Organizations
MGT 340 Human Resource Management
LAS 490 Seminar in Labor Relations
MGT 490 Business Policy

The B.S. in Labor Relations also requires completion of the minor in Business Administration. This minor includes courses previously listed 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.

The selective admissions requirements for the major in management can be met by completing the following courses with a minimum grade-point average of 2.50 in these ten courses:

Selective Admission—Courses

ENG 101 College Writing
MAT 114 Finite 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
STA 212 Statistics for Business Applications I

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

Additional requirements for the B.S. in Management

MAT 109 Algebra for College Students or ACT \geq 23
MGT 205 Introduction to Business and Management
MGT 206 Management Assessment and Development I
MGT 240 Managerial Communications
SPE 220 Interpersonal Communications
BUS 330 Ethics in Managerial Decision-Making
ECO 305 International Context for Business
ENTP 300 New Venture Creation
MGT 300 Behavior in Organizations
MGT 310 Managerial Behavior
MGT 340 Human Resources Administration
MGT 406 Management Assessment and Development II
MGT 490 Business Policy

Choose one of the following tracks:

Entrepreneurship Track

Choose three elective courses:

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
ENTP 405 Corporate Entrepreneurship

Human Resource/Organizational Development Track

Choose three elective courses:

- MGT 410 Managing Organizational Change
- MGT 350 Performance Management
- MGT 394 Topics: Managing Diversity
- MGT 394 Topics: Collective Bargaining and Labor Relations

Operations Management Track

Choose three elective courses:

- MGT 410 Managing Organizational Change
- MGT 415 Continuous Quality Improvement
- MGT 306 Project Management
- MGT 307 Supply Chain Management

The B.S. in Management also requires completion of the minor in Business Administration. This minor includes courses previously listed 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; Marketing Research; Sales; and Sports Marketing.

Career opportunities in marketing are extensive and diversified, including all aspects of product and brand management, distribution, retailing, sales, promotion, research 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.

The selective admissions requirements for the major in marketing can be met by completing the following courses with a minimum grade-point average of 2.50 in these ten courses:

Selective Admission—Courses

- ENG 101 College Writing

MAT 114 Finite 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
STA 212 Statistics for Business Applications I

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

Additional requirements for the B.S. in Marketing

MAT 109 Algebra for College Students or ACT \geq 23
PSY 100 Introduction to Psychology
SOC 100 Introduction to Sociology
STA 213 Statistics for Business Applications II
BUS 330 Ethics in Managerial Decision-Making
ECO 305 International Context for Business
MGT 300 Behavior in Organizations
MKT 320 Consumer Behavior
MKT 392 Introduction to Marketing Research
OST 311 Written Communication Systems
(or ENG 340 Business Writing)
MGT 490 Business Policy
MKT 480 Marketing Strategies and Policies
MKT 492 Advanced Marketing Research

Nine semester hours of required marketing electives (choose one of the following tracks; others may be chosen with an advisor's advance consent; students would also be allowed to take three MKT electives, 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 advisor):
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 advisor's consent):
PSY 210 Research Methods in Psychology
ECO 310 Introduction to Econometrics
SOC 320 Social Research
SOC 321 Applied Social Research

STA 312 Elementary Survey Sampling
STA 314 Design and Analysis of Experiments

Sales Track

MKT 306 Sales Management
MKT 310 Principles of Professional Selling
And one of the following (or others with consent of advisor):
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 309 Sports Public Relations
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 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 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.

The selective admissions requirements for the major in marketing can be met by completing the following courses with a minimum grade-point average of 2.50 in these ten courses:

Selective Admission—Courses

ENG 101 College Writing
MAT 114 Finite 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
STA 212 Statistics for Business Applications I

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

Additional requirements for the B.S. in Sports Business

MAT 109 Algebra for College Students or ACT \geq 23
STA 213 Statistics for Business Applications II
BUS 330 Ethics in Managerial Decision-Making
ECO 305 International Context for Business
MGT 300 Behavior in Organizations
MKT 306 Sales Management or MKT 310 Personal Selling
MKT 308 Advertising and Promotion
MKT 320 Consumer Behavior
SPB 309 Sports Public Relations
SPB 305 Sports Marketing
SPB 308 Sports Promotion Tools
SPB 330 Sports Legal Environment
SPE 370 Advanced Public Speaking
SPB 396 Internship: Sports Business
SPE 303 Organizational Communications
MGT 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 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.

Required courses

ENTP 150 Overview of Accounting (or ACC 200 and ACC 201)
ENTP 300 New Venture Creation
ENTP 333 New Venture Management
ENTP 497 Senior Portfolio: Writing the Business Plan

Elective Courses in Entrepreneurship – Select two

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
ENTP 496 Entrepreneurial Internship

The Minor in Labor Relations (18 semester hours)

The minor in labor relations provides students with an understanding of organized labor.

Required courses

LAS 300 Introduction to Labor Relations
LAS 301 Labor-Management Negotiations
LAS 302 Contract Administration and Dispute Settlement
LAS 303 Labor Law
LAS 304 Wage and Benefits
LAS 320 Problems in Labor Law

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
MGT 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 advisor's advance consent)

ENTP 300 New Venture Creation
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 485 Field Study in Entrepreneurial Firms

The Minor in Marketing

The required courses provide a general introduction to business organizations and their management (MGT 205), an overview of the marketing 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 advisor'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
SPB 305 Sports Marketing
SPB 308 Sports Promotion Tools

POST-BACCALAUREATE CERTIFICATES

Entrepreneurship

This certificate is designed to help entrepreneurs learn how to generate ideas, be more creative, recognize and exploit opportunities, become more marketable, start and grow a new company, or be more successful in any career. Whether you are driven by an idea, a passion for vocation, or the rewards of building an entrepreneurial organization, these courses offer the opportunity to combine an entrepreneurial mindset with the management skills necessary to launch and build a successful venture or to succeed in the large organization of your choice.

Required Courses

ENTP 150 Overview of Accounting
ENTP 300 New Venture Creation
ENTP 333 New Venture Management
ENTP 378 Emerging Enterprise Law
ENTP 497 Senior Portfolio: Writing the Business Plan

Marketing Research

Marketing research is the gathering and analyzing of information used to assist organizations in decision-making and has become a critical function for companies of all sizes. The research industry is especially vibrant in Greater Cincinnati and job opportunities in marketing research continue to grow in this area.

The Certificate in Marketing Research is designed prepare students with the academic foundation and skills necessary to successfully build a career in the marketing research industry. Students enrolled in this certificate program must meet all course pre-requisites except class standing and certification.

Required Courses

STA 213 Statistics for Business Applications II

MKT 320 Consumer Behavior

MKT 392 Introduction to Marketing Research

MKT 492 Advanced Marketing Research

Pre-requisite Courses

STA 212 Statistics for Business Applications I

ENG 340 or OST 311

Sports Business

Sports is a rapidly growing \$350 billion dollar industry that includes a variety of job opportunities in sports marketing, media, licensing, law, event management and facilities management, to name a few. Sports Business is the multidisciplinary study of business principles and processes applied to the sports industry. The sports business certificate is for individuals that seek a solid foundation in the principles and practices of the sports industry.

Students enrolled in this certificate program must meet all course pre-requisites except class standing and certification.

Required Courses

SPB 305 Sports Marketing

SPB 308 Sports Promotion Tools

SPB 330 Sports Legal Environment

SPB 480 Sports Business Strategies and Policies

Pre-requisite Courses

MKT 305 Principles of Marketing

Technology Department

FACULTY

Paul D. Cooper, *chair*, Kent Curtis, Majed Dabdoub, Thomas M. Edwards, Sean Foley, Dixie Leather, Ausbra McFarland, Pryze Smith, Christine B. Stiegler, Robert Willoughby, Lewis Edward Workman

CONTACTING THE DEPARTMENT

The Department of Technology is located in BP 475 and may be reached during business hours by phone at 859-572-5440. Visit the department's website at <http://www.nku.edu/~technology>.

PROGRAMS OFFERED BY THE DEPARTMENT

Associate Degree Programs

- Aviation Administration
- Construction Technology

Bachelor's Degree Programs

- Business Education Business and Marketing Education (BED-Teaching Track)
- Career and Technical Education (IED)
- Construction Management
- Industrial Education
- Organizational Leadership

Minors

- Industrial Technology
- Organizational Systems Technology

Certificates

- Organizational Training & Development
- Organizational Leadership
- Architectural Drafting

ACCREDITATION

American Council for Construction Education, CMGT Program (ACCE)
National Council for Accreditation of Teacher Education, BED and IED (NCATE)

PRE-MAJORS AND SELECTIVE ADMISSION REQUIREMENTS

See College of Education admission requirements for BED Teaching Track.

MISSION STATEMENT

The mission of the Department of Technology at Northern Kentucky University is to offer comprehensive educational opportunities for students in construction management, leadership development, and graduate studies in technology. We will meet this mission by:

- providing continuous outreach opportunities to engage our learners
- providing training and professional development for leading social, economic, and workforce organizations in Kentucky, Ohio, and Indiana region and the global arena; and
- praetorian with our community to lead the advancement of emerging technologies in an effort to promote economic growth.

We will achieve our mission through a performance standard of excellence in teaching, community service, and research. We will use continuous feedback and assessment to evaluate the currency of our mission.

UNIVERSITY WIDE REQUIREMENTS

Students pursuing a degree must meet all university-wide requirements for that degree which include, but are not limited to the following:

- 1) a minimum of 128 semester hours for a bachelors; 64 semester hours for an associates
- 2) the last 30 semester hours for a bachelors must be taken at NKU; the last 20 semester hours for an associates must be taken at NKU
- 3) a minimum of 25% of semester hours for the degree must be from NKU
- 4) general education requirements must be fulfilled
- 5) GPA of 2.0 in the major, minor and/or area of concentration as well as a cumulative GPA of 2.0 must be attained on all college work attempted (excluding developmental work)
- 6) 45 hours of coursework for a bachelors must be 300-400 (upper division)

BACHELOR'S DEGREE PROGRAMS

Major in Organizational Leadership

The Organizational Leadership program is a non-business degree that provides knowledge of organizational structures, human behavior, and techniques of effective leadership. The program focuses on four components: 1. Professional environment - human relations, social and organizational psychology; 2. Communications - communication techniques, international communications, and Internet concepts and techniques; 3. Leadership -leading in the quality environment and team dynamics; and 4. 12 Hour Area of Concentration - advisor approved theme of courses for each student's personal and professional development, e.g., Web Development.

The Organizational Leadership program is designed for students with professional career paths in supervision and leadership with an emphasis on human behavior and interpersonal relationships.

Student Advising

All students contemplating admission to the program must contact the College of Business Advising Center (859-572-6134) for an appointment with an advisor to discuss admission criteria and to obtain guidance in course selection.

Program of Study

A. General Education/Electives

All students will be required to complete the General education requirements as outlined in the *Northern Kentucky University Catalog, 2005-2006*.

Recommended General Education Courses

PSY 100 Introduction to Psychology
ECO 200 Principles of Macroeconomics
STA 205 Introduction to Statistical Methods

B. Core: (33 semester hours)

Professional Environment Component - 9 hours

IET 305 Human Relations in Business and Industry
PSY 340 Social Psychology
PSY 344 Industrial/Organizational Psychology

Communications Component - 12 hours

ENG 340 Business Writing
SPE 303 Organizational Communications
OST 310 Intercultural Business Communications
OST 330 Internet: Concepts and Techniques for Work in
Technology Related Fields

Leadership Component - 12 hours

IET 308 Leadership in the Quality Environment
IET 315 Personnel Management
IET 395 Total Quality Teamwork
LDR 480 Organizational Leadership Capstone

C. Area of Concentration- Advisor Approved (12 semester hours)

All students must earn an area of concentration (12 advisor-approved upper-division semester hours) in addition to the required core of 33 semester hours. Course selection can be tailored to each individual's educational objectives. Information on potential areas of concentration is available from an advisor. Students majoring in BOL may not declare a minor or area of concentration in a business discipline.

Business Education

The Department of Technology offers two options in business education: (1) Business/Marketing Education (BED), (2) Career and Technical Education (IED).

Major in Business/Marketing Education

This bachelor's degree program prepares students to teach business subjects in high school and middle grades. It provides the courses and guidance to enable students to

meet Kentucky Department of Education teaching certification requirements.

Students pursuing a business teacher education/secondary education program should review that portion of the NKU Catalog relating to education. Upon deciding to pursue the program, students must schedule an appointment with the coordinator of certification and advisement in the College of Education.

Northern Kentucky University is an approved institutional member of the National Association of Business Teacher Education. Northern Kentucky University is accredited by the National Council for the Accreditation of Teacher Education and by the Southern Association of Colleges and Schools.

General Education Requirements (46-51 semester hours) Fulfilled by the required/distributive components set forth by the University and the College of Education.

Technical Core (36 semester hours)

- OST 111 Word Processing Technologies
- OST 214 Spreadsheet Technologies
- OST 300 Organizational and End-User Systems Concepts
- OST 310 Intercultural Business Communication
- OST 311 Written Communication Systems
- OST 317 Database Technologies
- OST 325 Electronic Publishing/Presentations Technology
- OST 326 End-User Technology Solutions
- OST 330 The Internet: Concepts/Techniques for Work In Technology-Related Fields
- OST 421 Case Studies in Applied Technology Systems
- OST 422 Designing & Managing Organizational Training
- EDMT 542 Methodology/Pedagogy in Middle School/Secondary Business/Marketing

Professional Core (18 semester hours)

- ACC 200 Principles of Accounting Financial
- ACC 201 Principles of Accounting Managerial
- BUS 230 Legal Environment
- IET 120 Construction Materials
- ECO 200 Principles of Macroeconomics
(or ECO 201 Principles of Macroeconomics)
- MKT 305 Principles of Marketing
- IET 310 Problem Solving in Technology

Education Core (36 semester hours)

Course requirements for the Education Core are listed in the College of Education program requirements for Secondary Education.

Total Program Hours 136-141

Total hours include 3 hours for ECO 200 or ECO 201 which also counts in general education.

Major in Career and Technical Education (IED)

The Career and Technical Education program is designed for three general groups of students: (1) in-service vocational-industrial teachers, (2) individuals preparing for careers in corporate industrial/technical training, personnel development, or special industrial re-training programs, and (3) those seeking general technology careers in business and industry. This program is not intended for individuals seeking provisional teacher certification in vocational-industrial education or technology education.

Students majoring in this program are required to demonstrate computer proficiency prior to graduation.

Professional Core (34 semester hours)

EDU 300 Human Growth and Development: Adolescence or
PSY 300 Psychology of Personality
IET 180 Foundations of Career/Technical Education
IET 181 Instructional Systems Development
IET 280 Instructional Methods of Career/Technical Education
IET 281 Evaluation in Career/Technical Education
IET 380 Organization & Management of Industrial Education or
IET 423 Planning & Design of Industrial Facilities
IET 382 Exceptional Students in Career/Technical Education
IET 487 Seminar in Teaching Career Technical Education
IET 488 Problems in Career/Technical Education
IET 494 Seminar in Technology
OST 330 Internet Concepts: Techniques for Work in
Technology-Related Fields

Technical Component (48 semester hours)

IET 310 Problem Solving in Technology
IET 315 Personnel Management
IET 383 Advanced Technical Studies
OST 422 Designing & Managing Organizational Training
Approved Lower/Upper Division Electives 18
Approved Upper Division Electives 15

Area of Concentration (12 semester hours)

12 semester hours of advisor approved upper-division courses in a related field.

Major in Construction Management (CMGT)

This Bachelor of Science program is a balanced curriculum drawn from a variety of disciplines relating to the construction industry. Students gain knowledge and understanding of materials and construction processes, principles of design, and concepts of supervision and human relations. Additional experiences promote development of communication and technical competencies that enable students to excel with technical, managerial, entrepreneurial, and production problems.

Students must fulfill all requirements for the 129-semester-hour degree program including general education, core requirements, technical support, and one of the following: the business and management component or the Entrepreneurial Minor offered

by the College of Business.

Core Requirements (43 semester hours)

IET 120 Construction Materials
IET 121 Construction Processes
IET 122 Architectural Drafting and Design
IET 220 Plane Surveying
IET 222 Architectural CAD I
IET 302 Electrical and Mechanical
IET 303 Construction Specifications
IET 320 Construction Estimating
IET 322 Structural Design and Drafting
IET 323 Land Planning and Development
IET 324 Construction Project Coordination
IET 325 Construction Safety
IET 328 Soil Technology & Foundation Design
IET 400 Building Codes
IET 429 Civil Design
IET 430 Design/Building

Technical Support (15 semester hours)

Required

IET 301 Cooperative Education in Technology (6 hours)

Capstone Courses (should be completed in last 20 hours)

Required

IET 424 Capstone-Construction Renovation & Restoration

or

IET 431 Capstone-Commercial & Residential

Choose two of the following:

IET 316 Materials Processing and Fabrication
IET 426 Heavy Construction Techniques and Analysis
IET 427 Construction Law and Legal Contracts
IET 494 Seminar in Technology

Support Requirements (14 semester hours)

GLY 110 The Face of the Earth with lab
PHY 110 Introduction to Physics with lab
MAT 119 Pre-Calculus Mathematics
IFS 105 Introduction to Business Computing

Choose one of the following required mathematics courses (3 semester hours)

MAT 111 Introductory Linear Math
MAT 112 Calculus for Business Applications
MAT 121 Calculus 1A

STA 205 Introduction to Statistical Methods

Choose one of the following requirements: *Business & Management (18 semester hours)* or *Entrepreneurial Minor (18 semester hours)*. Either option will fulfill the NKU requirement for a secondary area of study.

Business and Management (18 semester hours)

Please note if ECO 200 and/or ECO 201 are chosen, they will fulfill requirements in the major and in general education.

Required course

IET 415 Construction Management

Choose 5 courses from the following:

ENTP 150 Overview of Accounting

ECO 200 Macroeconomics

ECO 201 Microeconomics

MGT 205 Introduction to Business and Management

IET 305 Human Relations in Business and Industry

IET 308 Leadership in a Quality Environment

IET 315 Personnel Management

IET 395 Total Quality Teamwork

LAS 300 Introduction to Labor Relations

MKT 305 Principles of Marketing

Entrepreneurship Minor (18 semester hours as described above in the Department of Management and Marketing)

Major in Construction Management - Surveying

The Bachelor of Science in Construction Management - Surveying is a partnership degree program with Cincinnati State Technical and Community College and NKU. Students pursuing this degree must complete the Associate Degree in Civil Engineering Technology - Surveying from CSTCC and the Advanced Surveying Certificate program from CSTCC which requires a five course sequence beyond the associates degree. The student then transfers to NKU and completes the requirements listed below as well as general education and other university wide degree requirements. Graduates from this bachelors degree program will qualify to sit for the Professional Registration Test in Kentucky, Ohio and Indiana after serving the proper residency under a licensed surveyor.

Core Requirements (9 semester hours)

IET 325 Construction Safety

IET 301 Cooperative Education

IET 431 Capstone-Surveying

Choose one of the following requirements: **Business & Management (18 semester hours)** or the minor in **Entrepreneurial Studies (18 semester hours)**. Either option will fulfill the NKU requirement for a secondary area of study.

Business and Management (18 semester hours)

Please note if ECO 200 and/or ECO 201 are chosen, they will fulfill requirements in the major and in general education.

Required courses

IET 415 Construction Management
Choose 5 courses from the following:
ENTP 150 Overview of Accounting
ECO 200 Macroeconomics
ECO 201 Microeconomics
MGT 205 Introduction to Business and Management
LAS 300 Introduction to Labor Studies
IET 305 Human Relations in Business and Industry
IET 308 Leadership in a Quality Environment
IET 315 Personnel Management
IET 395 Total Quality Teamwork
MKT 305 Principles of Marketing

Entrepreneurship Minor (18 semester hours as described above in the Department of Management and Marketing)

ASSOCIATE DEGREE PROGRAMS

Aviation Administration (AVA)

This degree discontinued accepting majors as of the Spring term 2005. Current majors will have until Spring 2009 to complete AVA course requirements.

Associate degree graduates in aviation administration are prepared to occupy positions such as technicians, first-level supervisors, fixed-base operators, and other entry-level positions for airlines, major airports, government aviation agencies, and travel bureaus.

AVA 100 Introduction to Aviation
AVA 120 Principles of Passenger and Air Cargo Management
AVA 180 Theory of Flight
AVA 200 Seminar in Aviation Problems
AVA 210 Aviation Laws and Regulations
AVA 220 Aviation Marketing
AVA 240 Airport Operations
AVA 296 Aviation Internship (*or* IET 301 Cooperative Education in Technology)
ECO 200 Principles of Macroeconomics
ENG 101 College Writing
ENG 291 Advanced Writing
ENG 347 Technical Writing
SPE 101 Principles of Speech Communication
IET 117 Introduction to Supervision
IET 305 Human Relations in Business and Industry
IET 315 Personnel Management
MGT 205 Intro to Business and Management

MAT 111 Introductory Linear Mathematics

Students going on to four-year programs are strongly urged to take ECO 201 Principles of Microeconomics.

Construction Technology (CST)

Due to the growth and expansion of the modern construction industry, employment opportunities are numerous and varied. Graduates of the program will have acquired the abilities to plan, develop, and supervise construction of commercial buildings, residences, and other structures. Construction technicians provide services to engineers, architects, developers, construction materials designers, manufacturers, and distributors.

Support Component (7 semester hours)

GLY 110 The Face of the Earth with Lab
(or PHY 110 with Lab)
MAT 118 Technical Mathematics
(or MAT 119 Pre-Calculus Mathematics)

Specialization Component (46 semester hours)

IET 120 Construction Materials
IET 121 Construction Processes
IET 122 Architectural Design and Drafting
IET 305 Human Relations in Business and Industry
IET 220 Plane Surveying
IET 221 Construction Specifications and Project Management
IET 222 Architectural CAD
IET 230 Electrical and Mechanical Systems Design and Drafting
IET 301 Cooperative Education in Technology
IET 320 Construction Estimating and Project Managements
IET 322 Structural Design and Drafting

Technical electives (12 hours)

MINORS

Industrial Technology (21 semester hours)

The minor in industrial technology is designed to provide an opportunity to broaden the understanding of the technological nature of the work places in society. The objectives of the program are to

1. enable the learner to relate the elements of industry to the production of goods and provision of services;
2. provide a program experience that will explore the technical and social/cultural aspects of industrial technology;
3. promote the development of creative abilities in solving problems typical of contemporary industries;
4. provide a synthesizing experience for the learner to relate his/ her chosen field to an industrial setting.

IET 310 Problem Solving in Technology
IET 212 Computer-aided Drafting and Design or IET 222 Architectural CAD
IET 116 Introduction to Industrial Materials and Processes
(or IET 120 Construction Materials)
IET 316 Materials Processing and Fabrication
IET 317 Research in Technology
IET approved electives (6 hours; must be upper-division courses)

CERTIFICATES

Certificate in Organizational Leadership

Studies for the Certificate in Organizational Leadership include learning contemporary techniques of interpersonal relations, human resource management, teamwork, and leadership in organizations. Instructional topics include elements of communication and motivation in organizations, plus classical and contemporary theory of leadership. Individuals who earn this certificate will have a firm understanding of **self** vs. **others** in a team oriented, organizational environment and a firm understanding of the attributes and behavior of successful leaders.

The Organizational Leadership certificate will be awarded upon successful completion of the following courses:

IET 117 Introduction to Supervision
IET 305 Human Relations in Business and Industry
IET 308 Leadership in the Quality Environment
IET 395 Total Quality Teamwork
IET 315 Personnel Management

Certificate in Architectural Drafting

This program is designed to prepare students for entry-level positions as drafters in the architectural and construction industries. This certificate program offers the opportunity for students to gain skills on the board and CAD, while developing a basic understanding of construction materials and processes. All courses in this certificate program may be transferred into the Construction Technology (CST) Associate Degree Program. This certificate program requires 21 semester hours.

IET 120 Construction Materials
IET 121 Construction Processes
IET 122 Architectural Drafting and Design
IET 222 Architectural CAD (Auto CAD)
IET 413 Drafting in a Specialized Field
IET 301 Cooperative Education
IET approved elective (3 semester hours)

