

THE COLLEGE OF BUSINESS

DEPARTMENTS

Accountancy, Construction Management, Economics and Finance, Management, and Marketing

CONTACTING THE COLLEGE OF BUSINESS

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

Dr. John M. Beehler, *Dean* beehlerj1@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://cob.nku.edu/advising/index.php>.

PROGRAMS OFFERED BY THE COLLEGE OF BUSINESS

Associate of Applied Science

Construction Technology
Pre-Business Studies

Bachelor of Science

Accounting
Business Administration
Business and Marketing Education
Career and Technical Education
Construction Management
Economics
Entrepreneurship
Finance
Human Resource Management
Management
Marketing
Sports Business

Minors

Accounting
Business Administration
Construction Management
Economics
Entrepreneurial Studies
Finance
Management
Marketing

Certificate Programs

Accounting CPA Track
Accounting General
Applied Economics and Public Policy
Architectural Drafting
Entrepreneurship
Finance General
Financial Planning
Marketing Research
Sports Business

Graduate Programs

Master of Accountancy

Specialization Tracks

Professional
Tax

Master of Business Administration

Specialization Tracks

Business Administration
Entrepreneurship
Finance
Industrial Psychology/Human Resource Management
Information Systems
International Business
Marketing
Project Management

Master of Science in Executive Leadership and Organizational Change

Juris Doctor/Master of Business Administration

VISION, MISSION, AND GOALS OF THE COLLEGE OF BUSINESS

Our Vision

The College of Business at Northern Kentucky University will be the preferred choice of students, faculty and organizations in our region, known for excellence in practical instruction, applied research, and public engagement.

Our Mission

Our primary mission is to prepare our students to contribute positively to their organizations and communities. We educate future leaders to perform effectively and ethically in a global environment as professionals in business, public, and social enterprises. Our programs are strengthened by diversity among our students and faculty.

Our faculty and students actively engage in scholarship that is relevant to our academic programs and to the business community. We value all types of rigorous scholarship, with a primary focus on applied and pedagogical intellectual contributions.

We leverage partnerships between students, faculty and the community to continuously improve the educational experience and to enhance the integration of scholarship and public engagement to classroom learning. Our public engagement efforts are designed to enrich our communities.

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
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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 560 collegiate business programs around the world 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 in the Department of Construction Management is accredited by ACCE, the *American Council for Construction Education*. ACCE is the internationally recognized accrediting agency for construction management programs. Only 61 baccalaureate programs in the United States are accredited by ACCE. Accreditation involves standards of excellence in the curriculum, faculty, students, facilities, industry relationships and overall construction program.

The BED and CTE programs in the Department of Construction Management are accredited by the *National Council for Accreditation of Teacher Education*. See the College of Education and Human Services section of this catalog for additional information concerning accreditation for teacher education programs.

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.

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

The College offers twelve bachelor's degree programs, two associate degree programs, and eight minors, described in the following pages. The College of Business also offers the following graduate degrees: Master of Accountancy, Master of Business Administration, the Juris Doctor/Master of Business Administration, and the Master of Science in Executive Leadership and Organizational Change.

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, entrepreneurship, finance, human resource management, 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 course in the college.

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

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

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

ASSOCIATE DEGREE PROGRAM**Pre-Business Studies (66 semester hours)**

The associate degree program is designed to provide a consistency between it and the preparation students require to pursue any of the business bachelor's degree curricula in the College of Business. Students must fulfill the associate degree general studies component (see elsewhere in this catalog) and complete a minimum of 66 semester hours of coursework outlined below.

Core Requirements

- INF 101 Computer Literacy and Informatics
- MAT 109 Algebra for College Students (or ACT math score of 23 or higher)
- 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 Business Management Principles

General Education Requirements

- CMST 101 Principles of Speech Communication

ENG 101 College Writing
 MAT 114 Finite Mathematics
 ENG 291 Advanced Writing
 One course from humanities/fine arts component
 One course from natural sciences component
 One course from social or behavioral sciences component

Electives

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

MINORS**The Minor in Business Administration**

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

ACC 200 Principles of Accounting I - Financial
 ACC 201 Principles of Accounting II - Managerial
 BIS 300 Management Information Systems
 BUS 230 Legal Environment
 ECO 200 Principles of Macroeconomics
 ECO 201 Principles of Microeconomics
 FIN 305 Principles of Finance
 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 Accounting, Construction Management, Economics, Entrepreneurial Studies, Finance, Industrial Technology, Management, and Marketing are described in respective sections below.

POST-BACCALAUREATE CERTIFICATES

Students who have completed a bachelor's degree may pursue certificate programs in the College of Business. Certificates are offered in the following subjects: Accounting, Applied Economics and Public Policy, Entrepreneurship, Finance, Financial Planning, Marketing Research and Sports Business. 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 Kentucky region 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.

Marketing Research Partnership Program

The primary objectives of the Marketing Research Partnership 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 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 and placing over 60 students in jobs with partnering companies: Burke Inc.; MRSI; Nielsen; Directions Research; EMI Surveys and IPSOS.

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 K-12 teachers, graduate credit courses, curriculum consultation with teachers and schools, research activities, and an extensive free-loan library.

International Business Center

The IBC Mission is to offer state-of-the-art research, teaching, and outreach programs that enhance the NKU community's global knowledge and cross-cultural skills. In line with this mission, the International Business Center is overarching goals are to: enhance knowledge and understanding of international business practices across campus and in the Northern Kentucky regional community by organizing and participating in exchanges, seminars, and conferences on international business topics; develop academic programs to assist students, faculty and business professionals meet the challenges of operating in multiple international environments in keeping with the spirit of the UN Global Compact; serve as a regional resource for international business teaching, research, and professional development; provide a forum for joint business and academic cooperation in an effort to develop responsible global leaders through education, service, internships, and co-ops; and promote efforts to work collaboratively with other NKU offices and programs to meet the education and training needs of professionals engaged in international business activities. The Director works with a distinguished Advisory Board including representatives from P&G, GE, Wild Flavors, PNC Bank, Frost Brown & Todd LLC, World Affairs Council of Greater Cincinnati, International Visitors Center, Global Central Labs-PPD, U.S. Department of Commerce (DOC)/US Commercial Service (USCS) of Southern Ohio and Northern Kentucky, and the Northern Kentucky Chamber of Commerce (NKITA).

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; Kevin E. Cranley, The Willis Music Company; Kevin Gavin, Wild Flavors, Inc.; Bob Gepfert, Arden Technical Training; Tom Green, John R. Green Company, Roger D. Griggs, Union Springs, LLC; Jeffrey Groob, First Mobile Technologies; B. Stephen Harper, Harper Oil Products, Inc.; Marc A. Hoffman, St. Elizabeth Medical Center; Bill G. Kohlhep, Cors and Bassett LLC; Shirley Lapinna Martin, Paycor; Vivian Llambi, Vivian Llambi and Associates, Inc.; Jamey L. Lykins, Toyota Motor North American Inc.; James Monton, retired, the Procter and Gamble Company; John Neace, Neace Lukens; Timothy P. Rawe, Fifth Third Bank; Donna L. Robichaud, Cinergy Solutions; William (Bill) M. Schuler, Castellini Company; Kelly Swartz, Citicorp Credit Services, Inc.; Eric R. (Rick) Thiemann, Hunkar Laboratories; and Mike Vogt, Mazak Corporation; J. Kevin Willis, Ashland, Inc..

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. Students in the top 7% of the junior class, the top 10% of the senior class and the top 20% of graduating MBAs are invited to join Beta Gamma Sigma.

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.

Collegiate Entrepreneur's Organization

The Collegiate Entrepreneurs' Organization (CEO) informs, supports, and inspires college students to be entrepreneurial. This is an ideal student group for individuals sharing an interest in creativity, innovation, and entrepreneurship. The CEO student group provides opportunities to interact with members of the business community through social and academic events.

Construction Management Association

The Construction Management Association (CMA) is an umbrella student organization at NKU under which several national student organizations are aligned including the Construction Specification's Institute (CSI), Mechanical Contractors Association of America and the National Association of Home Builders (NAHB). The CMA and associated national student chapters are open to all construction minors.

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 with business and pre-business majors.

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 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. Students majoring in Construction Management or Construction Technology participate in the cooperative education program through the Department of Construction Management and enroll in CMGT 301.

Glenellyn J. Barty, Ruth Champion, Teressa Elliott, Linda Marquis, Catherine Neal, Vincent Owoso, Lorraine E. Ruh, Robert Russ, Kenneth Ryack, 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://cob.nku.edu/departments/accountancy/index.php>.

Accountancy Department

FACULTY

Carol M. Lawrence, *chair*

PROGRAMS OFFERED**Bachelor of Science**

Accounting

Minor

Accounting

Master of Accountancy (see Graduate Catalog)**GENERAL EDUCATION COURSES 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 and maintaining a minimum grade-point average of 2.50 in these courses:

Selective Admission—Courses

CMST 101 Principles of Speech Communications
 ENG 101 College Writing
 MAT 114 Finite Mathematics
 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 BIS 300, or documented com-

pletion of equivalent coursework. Accounting majors must also meet the requirements listed in the College of Business section 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

All students majoring in accounting must complete the following (1) four required quantitative courses, (2) four additional business courses, (3) six core courses, (4) one experiential learning class, and (5) one of the two tracks described below. All accounting majors must have a 2.00 cumulative grade-point average in the courses marked with an asterisk in the requirements below.

Required Quantitative Courses

MAT 109 Algebra for College Students or ACT of 23 or higher
 MAT 114 Finite Mathematics
 MAT 112 Applied Calculus
 STA 212 Statistics for Business Applications I

Additional College of Business Courses

BUS 330 Ethics in Managerial Decision-Making
 ECO 305 International Context for Business
 MGT 300 Behavior in Organizations
 MGT 490 Business Policy

Core Accounting Courses

*ACC 202 Accounting Lab
 *ACC 300 Intermediate Accounting I
 *ACC 301 Intermediate Accounting II
 *ACC 310 Accounting Information Systems
 *ACC 350 Management Cost Accounting I
 *ACC 400 Auditing

Experiential Learning

At least one course from
 ACC 396 Accounting Internship
 CEP Cooperative Education Experience I

Accounting Track*Core Accounting Courses:*

*ACC 320 Income Tax Planning

Accounting Elective

At least one course from
 *ACC 330 Fraud Examination
 *ACC 420 Business Tax Planning
 *ACC 430 Accounting for Non-Profit Institutions
 *ACC 450 Management Cost Accounting II

At least one communication 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 Systems (previously ECO 401)
 FIN 415 International Finance
 MGT 360 Comparative International Management
 MKT 360 International Marketing
 PSC 320 Politics of Multinational Corporations
 PSC 410 Political Economy

Accounting Information Systems Track

Core Information Systems Courses:

INF 110 Business Programming
 INF 282 Introduction to Databases
 BIS 310 Structured Analysis and Design
 BIS 380 Quantitative Analysis with Excel

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

*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 under *Selective Admission—Courses* and the following four courses:

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

Minor in Accounting

The required courses provide a general introduction to accounting in organizations. Elective courses allow students to pursue their own particular interests in the discipline. Courses that are counted in partial fulfillment of the business administration major may not be counted as fulfilling part of the accounting minor.

Required courses:

ACC 200 Principles of Accounting I - Financial
 ACC 201 Principles of Accounting II - Managerial
 ACC 202 Accounting Lab
 ACC 300 Intermediate Accounting I

Elective courses (any four):

ACC 301 Intermediate Accounting II
 ACC 310 Accounting Information Systems
 ACC 320 Income Tax Planning
 ACC 330 Fraud Examination
 ACC 350 Management Cost Accounting I
 ACC 400 Auditing
 ACC 420 Business Tax Planning
 ACC 430 Accounting for Non-Profit Institutions
 ACC 450 Management Cost Accounting II

Additional Requirements

In addition to courses listed under the minor in accounting, students must provide evidence of computer literacy; this can be accomplished through a competency exam, completion of INF 105, or documented completion of equivalent coursework. Students may have to take additional courses to meet prerequisites of selected courses.

POST-BACCALAUREATE CERTIFICATES

Students who have completed a bachelor's degree may pursue business certificate programs in the College of Business.

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

INF 101 Computer Literacy and Informatics
 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

INF 101 Computer Literacy and Informatics
 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

Construction Management Department

FACULTY

Sean P. Foley, *chair*

James Bradtmueller, Paul D. Cooper, Ausbra McFarland, Daryl Orth, Christine B. Stiegler, Lewis Edward Workman

CONTACTING THE DEPARTMENT

The Department of Construction Management is located in BP 475 and may be reached during business hours by phone at 859-572-5440, by e-mail at cmgt@nku.edu. Visit the department's website at <http://cob.nku.edu/departments/construction/index.php>.

Sean P. Foley, *chair* foleys@nku.edu

PROGRAMS OFFERED BY THE DEPARTMENT

Associate Degree Programs

Construction Technology (CST)

Bachelor's Degree Programs

Business and Marketing Education (BED)

Career and Technical Education (CTE)

Construction Management (CMGT)

Minors

Construction Management

Certificate

Architectural Drafting

ACCREDITATION

American Council for Construction Education (ACCE), CMGT Program

National Council for Accreditation of Teacher Education, (NCATE), BED and CTE programs.

PRE-MAJORS AND SELECTIVE ADMISSION REQUIREMENTS

See College of Education and Human Services admission requirements for BED program.

MISSION STATEMENT

The mission of the Department of Construction Management at Northern Kentucky University is to offer comprehensive educational opportunities for students in construction management, business career and technical education and surveying. 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
- collaborating 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.

BACHELOR'S DEGREE PROGRAMS

BUSINESS EDUCATION (BED)

The Department of Construction Management offers two options in business and career education: (1) Business/Marketing Education (BED) and (2) Career and Technical Education (CTE).

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.

A. General Education/Electives (46-51 semester hours)

Fulfilled by the required/distributive components set forth by the University and the College of Education and Human Services.

B. Technical Core (21 semester hours)

INF 101 Computer Literacy and Informatics

INF 110 Business Programming

INF 186 Elementary Web Design

CTE 316 Intercultural Business Communications

CTE 383 Advanced technical Study

ENG 340 Business Writing

CMST 440 Communication Training and Development

C. Professional Core (21 semester hours)

ACC 200 Principles of Accounting I—Financial

ACC 201 Principles of Accounting II—Managerial

BUS 230 Legal Environment

ECO 200 Principles of Macroeconomics (or ECO 201)

ECO 215 Contemporary Economic Issues

MGT 205 Introduction to Business and Management

MKT 305 Principles of Marketing

D. Education Core (37 semester hours)

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

Total Program Hours

129

Total hours include 6 hours for ECO 200 and ECO 215 which also count in the general education program.

Major in Career and Technical Education (CTE)

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 training 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.

A. General Education Program Requirements (46 semester hours)**B. Professional Core (31 semester hours)**

CTE 180 Foundations of Career/Technical Education
 CTE 181 Instructional Systems Development
 CTE 280 Instructional Methods Career/Technical Education
 CTE 281 Evaluation in Career/Technical Education
 CTE 380 Organizational and Management of Career/Technical Education
 CTE 382 Exceptional Students in Career/Technical Education
 CTE 487 Seminar in Teaching Career/Technical Education
 CTE 488 Problems in Career/Technical Education
 CTE 494 Seminar in Career/Technical Education
 EDU 300 Personality Psychology

C. Technical Component (51 semester hours)

Approved Lower/Upper Division Electives (30 semester hours)

Approved Upper Division Electives (21 semester hours)

Total Program Hours**128****C. Capstone Elective (Select one of the following 3 semester hours)**

CMGT 424 Construction Renovation and Restoration or
 CMTC 431 Capstone: Commercial and Residential

D. Support Requirements (12 semester hours)

GLY 120 This Dangerous Earth with lab
 PHY 211 General Physics with lab
 MAT 119 Pre-Calculus Mathematics

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

MAT 112 Calculus for Business Applications
 MAT 128 Calculus 1A
 STA 205 Introduction to Statistical Methods

F. Choose one of the following

*Business and Management Component (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 Component (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 Business Courses (12 hours):

BUS 230 Legal Environment
 A Economics course is required, either ECO 200 or ECO 201
 MGT 205 Business Management Principles
 ENTP 150 Overview of Accounting

Business Electives - Choose 2 courses from the following:

ECO 200 Macroeconomics
 ECO 201 Microeconomics
 FIN 205 Personal Financial Management
 BUS 330 Ethics: Managerial Decision Making
 HRM 300 Introduction to Labor Relations
 LDR 305 Human Relations in Business and Industry
 LDR 308 Leadership in a Quality Environment
 LDR 315 Personnel Management
 LDR 395 Total Quality Teamwork
 MGT 205 Business Management Principles
 MKT 305 Principles of Marketing

Entrepreneurial Studies (18) semester hours Administered by the Department of Management. Students must take at least one economics course for general education.**Required:**

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

Elective Courses in Entrepreneurship - Select 2:

ENTP 375 Marketing Strategies for Entrepreneurial Business
 ENTP 376 New Venture Financing
 ENTP 377 Family Business Management
 ENTP 378 Emerging Enterprise Law
 ENTP 379 Corporate Entrepreneurship
 ENTP 396 Entrepreneurial Internship

Construction Management - Surveying Track (ZCMS)

The Bachelor of Science in Construction Management - Surveying Track is a partnership degree program between Cincinnati State Technical and Community College (CSTCC) and NKU. Students pursuing this degree must complete the Associate Degree in Civil Engineering Technol-

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 130-semester-hour degree program including general education, core requirements, technical support, and one of the following: the business and management component or the minor in Entrepreneurial Studies offered by the Department of Management. Students must earn a C or better in all CMGT courses.

Construction Management**A. Core Requirements (52 semester hours)**

CMGT 101 Introduction to Construction Management
 CMGT 120 Construction Materials
 CMGT 121 Construction Processes
 CMGT 122 Architectural Drafting and Design
 CMGT 220 Plane Surveying
 CMGT 222 Architectural CAD
 CMGT 301 Cooperative Education (6 hours required)
 CMGT 303 Construction Specifications
 CMGT 305 M/E/P Systems I
 CMGT 306 M/E/P Systems II
 CMGT 320 Construction Estimating
 CMGT 322 Structural Design
 CMGT 323 Land Planning and Development
 CMGT 324 Construction Scheduling
 CMGT 325 Construction Safety
 CMGT 328 Soil Technology and Foundation Design
 CMGT 415 Construction Management
 CMGT 420 Construction Cost Control
 CMGT 429 Civil Design

B. Technical Support - Select two of the following (6 semester hours)

CMGT 323 Land Planning and Development
 CMGT 400 Building Codes
 CMGT 426 Heavy Construction
 CMGT 427 Construction Law and Legal Contracts
 CMGT 430 Design Build
 CMGT 494 Seminar in Construction Management
 EGT 316 Materials Processing and Fabrication

ogy - Surveying from CSTCC and the Advanced Surveying Certificate program from CSTCC which requires a five course sequence beyond the associates degree. Students then transfer to NKU and complete the requirements listed below as well as general education and other university wide degree requirements. The Advanced Surveying certificate at CSTCC and the courses at NKU for this degree are offered on-line. 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. Students interested in pursuing the Indiana Surveyor's License are required to take approximately three additional science courses as outlined by the State of Indiana.

Core Requirements (9 semester hours)

- CMGT 325 Construction Safety
- CMGT 301 Cooperative Education
- CMGT 431 Capstone-Surveying

Choose one of the following requirements: *Business and 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 Component (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

- CMGT 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
- HRM 300 Introduction to Labor Studies
- LDR 305 Human Relations in Business and Industry
- LDR 308 Leadership in a Quality Environment
- LDR 315 Personnel Management
- MKT 305 Principles of Marketing

Entrepreneurship Studies (18 semester hours. Administered by the Department of Management.)

Required:

- ENTP 150 Overview of Accounting
- ENTP 300 New Venture Creation
- ENTP 333 New Venture Management
- ENTP 497 Senior Portfolio: Writing the Business Plan

Elective Courses in Entrepreneurship - Select 2:

- ENTP 375 Marketing Strategies for Entrepreneurial Business
- ENTP 376 New Venture Financing
- ENTP 377 Family Business Management
- ENTP 378 Emerging Enterprise Law
- ENTP 379 Corporate Entrepreneurship
- ENTP 396 Entrepreneurial Internship

ASSOCIATE DEGREE PROGRAM

Construction Technology (CST)

Due to the growth and expansion of the modern construction industry, employment opportunities are numerous and varied. Graduates of this 66 credit hour 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 (11 semester hours)

- PHY 211 General Physics with lab
- MAT 119 Pre-Calculus Mathematics
- STA 205 Introduction to Statistical Methods

Specialization Component (43 semester hours)

- CMGT 101 Introduction to Construction Management
- CMGT 120 Construction Materials
- CMGT 121 Construction Processes
- CMGT 122 Architectural Drafting and Design
- CMGT 220 Plane Surveying
- CMGT 222 Architectural CAD I
- CMGT 301 Cooperative Education
- CMGT 303 Construction Specifications and Estimating
- CMGT 305 M/E/P Systems I
- CMGT 306 M/E/P Systems II
- CMGT 320 Construction Estimating
- CMGT 325 Construction Safety
- Three CMGT Technical Elective Courses as approved by an advisor.

MINORS

Construction Management (22 semester hours)

The minor in Construction Management offers students the opportunity to gain knowledge and a broad understanding of the construction industry. Two elective courses in the minor allow student to explore an area of individual interest. To complete the minor, students must earn a minimum of 22 semester hours of credit, distributed as follows:

Required Courses

- CMGT 101 Introduction to Construction Management
- CMGT 120 Construction Materials
- CMGT 121 Construction Processes
- CMGT 122 Architectural Drafting and Design
- CMGT 222 Architectural CAD I
- CMGT 303 Construction Specifications and Estimating

Elective Courses: choose any two courses; another course may be chosen with an advisor's advance consent:

- CMGT 220 Plane Surveying
- CMGT 305 M/E/P Systems I
- CMGT 306 M/E/P Systems II
- CMGT 320 Construction Estimating
- CMGT 323 Land Planning and Development
- CMGT 324 Construction Scheduling
- CMGT 325 Construction Safety
- CMGT 400 Building Codes
- CMGT 427 Construction Law and Legal Contracts

CERTIFICATE

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 22 semester hours.

- CMGT 101 Introduction to Construction Management
- CMGT 120 Construction Materials
- CMGT 121 Construction Processes
- CMGT 122 Architectural Drafting and Design
- CMGT 222 Architectural CAD (Auto CAD)
- CMGT 301 Cooperative Education
- CMGT approved electives (6 hours)

Economics and Finance Department

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:

Three of the following courses:

ECO 305 The International Context for Business
ECO 340 International Economics
ECO 342 Economic Development
ECO 394 Topics in Economics

One of the following courses:

GEO 310 Geography of Population
SPE 355 Cross-cultural Communication
PSC 410 Political Economy
PSC 481 International Organizations

Applied Track:

MAT 112 Applied Calculus

Three of the following courses:

ECO 310 Introduction to Econometrics
ECO 330 Regional Economics
ECO 332 Public Finance
ECO 350 Labor Economics
ECO 394 Topics in 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
HRM 300 Introduction to Employee and Labor Relations
HRM 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, BIS 300, MGT 305, MKT 305, and their 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

Both of the following courses are required plus any other six ECO classes for a total of 24 semester hours:

ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics

POST-BACCALAUREATE CERTIFICATE

Students who have completed a bachelor's degree may pursue certificate programs in the College of Business.

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

FACULTY

Gary Clayton, *chair*

Thomas H. Cate, Steven Devoto, Linda Dynan, Ying "Sophie" Huang, J. C. Kim, Young Kim, Nancy A. Lang, J.C. "Duke" 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. You are also encouraged to visit the department's website at <http://cob.nku.edu/departments/econandfinance/index.php>.

PROGRAMS OFFERED

Bachelor of Science

Economics
Finance

Minors

Economics
Finance

Certificates

Applied Economics and Public Policy
Financial Planning
Finance

GENERAL EDUCATION COURSES OFFERED

ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics

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 necessary 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, or who wish to acquire a minor in a business discipline.

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:

ECO 200 Principles of Macroeconomics
ECO 201 Principles of Microeconomics
STA 205 Introduction to Statistical Methods, or
STA 212 Statistics for Business Applications I

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 a rich variety of career possibilities for graduates. The field includes jobs in corporate finance, securities, commercial banking, and financial planning. Careers in corporate finance may be in the treasurer's office or the office that manages 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. 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 Managerial Finance track, with its significant accounting component, prepares students for careers in industries such as manufacturing, engineering and logistics.

In addition to the pre-major and selective admissions requirements specified below, all finance majors are required to complete 15 hours of "core" finance classes and a specialized track consisting of 15-16 hours additional hours for a total of 30-31 hours, depending on the track. The three tracks include: (1) Corporate Finance and Investments, (2) Financial Services, and (3) Managerial Finance.

The Financial Services track is offered in partnership with Fidelity Investments to meet the needs of the financial services industry. This track, along with all associated pre-requisites, is registered with the Certified Planner Board of Standards, Inc. and offers courses required to sit for the CFP[®] certification examination¹

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.

Finally, the finance program is registered with the Treasury Management Association for their Certified Cash Manager (CCM) Associate Program.

Pre-major and Selective Admissions Requirements

1. NKU does not certify an individual 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 logo[®]) which it awards to individuals who successfully complete initial and ongoing certification requirements.

Students desiring to major in finance must meet selective admissions requirements for the Department of Finance. Some of the selective admissions courses may fulfill requirements in several mandatory categories: general studies requirements, requirements for the major in finance and requirements for the minor in business administration. The selective admissions requirements for the major in finance can be met by completing the following courses and maintaining a minimum grade-point average of 2.50.

Selective Admission—Courses

CMST 101 Principles of Speech Communications
 ENG 101 College Writing
 MAT 114 Finite Mathematics
 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 "College-Wide Requirements" listed in the College of Business section above as well as all of the requirements for the minor in Business Administration. This 27-hour minor includes the five ACC, BUS and ECO classes required for selective admission, FIN 305 which is required for all finance majors, and the following three courses:

BIS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing

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

All students majoring in finance must complete the following (1) four required quantitative courses, (2) four additional business courses, (3) five core finance courses, as well as (4) all of the courses in one of the three tracks below:

Required Quantitative Courses:

MAT 109 Algebra for College Student or ACT >= 23
 MAT 114 Finite Mathematics
 STA 212 Statistics for Business Applications I
 STA 213 Statistics for Business Applications II

Additional College of Business Courses

BUS 330 Ethics in Managerial Decision-Making
 ECO 305 International Context for Business
 MGT 300 Behavior in Organizations: Understanding Organizational Life
 MGT 490 Business Policy

Core Finance Courses:

FIN 305 Principles of Finance
 FIN 310 Financial Planning and Practice
 FIN 315 Financial Management

Choose one of the following tracks:

Corporate Finance and Investments Track

Choose five from the following seven courses for a total of 15 semester hours:

- FIN 325 Capital Budgeting
- FIN 355 Principles of Risk Management and Insurance
- FIN 365 Financial Markets and Institutions
- FIN 375 Commercial Bank Management
- FIN 405 Derivative Securities
- FIN 415 International Finance
- FIN 450 Advanced Investments and Security Analysis

Financial Services Track

All four of the following are required plus any two other upper-division FIN classes for a total of 18 semester hours:

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

Managerial Finance Track

This track is offered in conjunction with the Department of Accountancy to give students a solid background in corporate finance and accounting. All six of the following are required for a total of 16 semester hours:

- ACC 202 Accounting Lab (1-hour course)
- ACC 300 Intermediate Accounting I
- ACC 301 Intermediate Accounting II
- ACC 320 Tax Planning
- ACC 350 Management Cost Accounting I
- FIN 325 Capital Budgeting

The Minor in Finance

Both of the following FIN courses plus any other three upper-division FIN classes for a total of 18 semester hours:

- FIN 305 Principles of Finance
- FIN 345 Investments and Security Analysis

Courses that are counted in partial fulfillment of the major in Business Administration may not be counted as fulfilling part of the Finance minor.

POST-BACCALAUREATE CERTIFICATES

Students who have completed a bachelor's degree may pursue business certificate programs in the College of Business

Finance

The Certificate in Finance is an 18-semester-hour program designed for post-baccalaureates who are interested in corporate finance. The courses are 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. Students with a business degree who are seeking this

Required Courses

- FIN 305 Principles of Finance
- FIN 310 Financial Planning and Practice
- FIN 315 Financial Management
- FIN 345 Investments and Security Analysis
- FIN 365 Financial Markets and Institutions
- FIN 415 International 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

Financial Planning

The Certificate in Financial Planning is designed to provide a strong educational basis for individuals pursuing careers in the financial services industry. While NKU does not certify individuals to use the CFP® CERTIFIED FINANCIAL PLANNER™ and CFP (with flame logo®) certification marks, students who earn this certificate will have completed the educational requirements required to sit for the CFP exam.

The Certificate in Financial Planning along with all associated pre-requisites, is registered with the 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. The 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.

Students enrolled in this certificate program must meet all of the following course pre-requisites except class standing and certification. Students with a business degree who are seeking this certificate may have already completed some of the requirements below, in which case they will be waived.

Prerequisite Courses

- ACC 200 Principles of Accounting I - Financial
- ACC 201 Principles of Accounting II - Managerial

Required Courses

- ECO 200 Principles of Macroeconomics
- ECO 201 Principles of Microeconomics
- STA 212 Statistics for Business Applications I
- ACC 320 Tax Planning
- FIN 305 Principles of Finance
- FIN 310 Financial Planning and Practice
- FIN 345 Investments and Security Analysis
- FIN 355 Principles of Risk Management and Insurance
- FIN 385 Financial Planning Process and Estate Planning
- FIN 445 Retirement Planning and Employee Benefits

Management Department

Michael R. Carrell, Rodney R. D'Souza, Matthew W. Ford, Vickie Coleman Gallagher, Richard L. Gilson, Bertie M. Greer, Giles Hertz, Stephanie Hughes, Daniel W. Kent, Denise Johnson Luethge, Lou Manchise, Michael C. McDermott, Stephen Mueller, Kenneth Rhee, Robert A. Snyder, Rebecca White

FACULTY

Tracey Honeycutt Sigler, *chair*

CONTACTING THE DEPARTMENT

The Department of Management 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://cob.nku.edu/departments/management/indes.php>.

PROGRAMS OFFERED**Bachelor of Science**

Business Administration
Entrepreneurship
Human Resource Management
Management

Minors

Business Administration
Entrepreneurial Studies
Management

Certificate

Entrepreneurship

GENERAL EDUCATION COURSES OFFERED

None

BACHELOR'S DEGREE PROGRAMS**Pre-major and selective admissions requirements**

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

The selective admission 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. Students with majors in Business Administration may not "double count" elective courses in this major with any other AACSB accredited business major.

The selective admission 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

CMST 101 Principles of Speech Communications
ENG 101 College Writing
MAT 114 Finite Mathematics

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:

MAT 112 Applied Calculus
STA 213 Statistics for Business Applications II

All of the following:

MAT 109 Algebra for College Students or ACT ≥ 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 electives from AACSB accredited business programs.

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

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

The Major in Entrepreneurship

The major in Entrepreneurship prepares students for the challenges of today's fast paced and uncertain economic environment where competition is based on opportunity recognition, innovation, speed to market and entrepreneurial drive. In this innovative degree program, the focus is on developing an entrepreneurial mindset and creating value in the marketplace. Students learn to capitalize on uncertainty rather than avoid it and embrace the learning that comes from taking calculated risks. The curriculum is multidisciplinary and designed to give students an opportunity to develop their own creative skills while applying basic business principles to the challenges of starting a new business, growing a business, or managing a family business. The program emphasizes the new venture creation model and its application in small or large companies and in profit and not-for-profit organizations. Course topics include idea generation, opportunity recognition, feasibility analysis, business plan development, venture financing, early stage strategies, corporate venturing, and management of innovation. Through this program students have the chance to meet and interact with entrepreneurial leaders in the region and throughout the world.

The Entrepreneurship major prepares its graduates for a wide range of business-related career paths. Some are prepared to start their own business, either soon after graduation or at some point in the future. Some are prepared to begin a more traditional leadership path where the self-reliance, initiative, creativity, and communications skills developed in this program are viewed as positive qualities by prospective employers. Still others are prepared to apply their newly developed business planning and analysis skills to obtain entry-level positions with consulting firms, commercial lending institutions, and private equity firms. The major in Entrepreneurship provides students with career options not available to students graduating with traditional business degrees.

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

Selective Admission—Courses

CMST 101 Principles of Speech Communications
 ENG 101 College Writing
 MAT 114 Finite Mathematics
 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 entrepreneurship and a minor in business administration must complete the following coursework.

Additional requirements for the B.S. in Entrepreneurship:

MAT 109 Algebra for College Students or ACT >=23
 MGT 205 Business Management Principles
 STA 213 Statistics for Business Applications II
 BUS 330 Ethics in Managerial Decision-Making
 CMST 303 Organizational Communications
 ECO 305 International Context for Business
 ENTP 300 New Venture Creation
 ENTP 333 New Venture Management
 ENTP 376 New Venture Financing
 ENTP 378 Emerging Enterprise Law
 MGT 300 Behavior in Organizations
 MKT 310 Professional Selling

ENTP 497 Writing the Business Plan
 MGT 490 Business Policy

Nine semester hours of elective coursework are required. Electives are to be selected from the list below.

ENTP 375 Marketing Strategies for Entrepreneurial Businesses
 ENTP 377 Family Business Management
 ENTP 379 Corporate Entrepreneurship
 ENTP 396 Entrepreneurial Internship
 SPB 305 Sports Marketing
 SPB 308 Sports Promotion Tools
 SPB 309 Sports Public Relations
 MGT 360 Comparative International Management
 ECO 340 International Economics
 MKT 360 International Marketing
 MKT 307 Retail Management
 MKT 308 Advertising and Promotion
 MKT 320 Consumer Behavior
 MKT 340 Industrial Marketing
 FIN 315 Financial Management
 FIN 345 Investment and Security Analysis
 FIN 365 Financial Markets and Institutions

The B.S. in Entrepreneurship 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
 BIS 300 Management Information Systems
 MGT 305 Operations Management
 MKT 305 Principles of Marketing

The Major in Human Resource Management

The B.S. in Human Resource Management is designed to prepare human resource professionals to deal with the challenges of managing today's workforce in a small growing business, corporate or non-profit entity or multinational organization. The program content is designed to provide a comprehensive coverage of the major functional areas of human resource management such as staffing, employee training and development, and wages and benefits. In addition, students will understand and develop personal competencies such as business communications and managing diversity. Finally, students will have the opportunity to gain practical experience in human resource management by completion of rigorous and required internship program.

The selective admission requirements for the major in Human Resource 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

CMST 101 Principles of Speech Communications
 ENG 101 College Writing
 MAT 114 Finite Mathematics
 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 I

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

Additional requirements for the B.S. in Human Resource Management:

MAT 109 Algebra for College Students or ACT >=23
 MGT 205 Business Management Principles
 STA 213 Statistics for Business Applications II
 BUS 330 Ethics in Managerial Decision-Making
 ECO 305 International Context of Business
 HRM 300 Introduction to Employee and Labor Relations
 HRM 301 Training and Employee Development
 HRM 302 Staffing/Recruiting/Talent Management
 HRM 303 Employment Law
 HRM 304 Wages and Benefits
 HRM 396 HR Internship
 HRM 480 Strategic HR
 MGT 300 Behavior in Organizations
 MGT 340 Human Resource Management
 MGT 490 Business Policy

Choose 2 of the following electives:

HRM 394 Special Topics: Human Resources
 MGT 320 Managing a Diversity Workforce
 MGT 330 Negotiation and Conflict Resolution
 MGT 360 International Management
 MGT 410 Managing Change

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

FIN 305 Principles of Finance
 BIS 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 admission 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

CMST 101 Principles of Speech Communications
 ENG 101 College Writing
 MAT 114 Finite Mathematics
 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 Leadership Assessment and Development I
 MGT 240 Managerial Communications
 CMST 220 Interpersonal Communication

STA 213 Statistics for Business Applications
 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 Leadership Assessment and Development II
 MGT 490 Business Policy

Choose four of the following electives:

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 379 Corporate Entrepreneurship
 HRM 300 Introduction to Employee and Labor Relations
 HRM 301 Training and Employee Development
 HRM 302 Staffing/Recruitment/Talent Management
 HRM 303 Employment Law
 HRM 304 Wages and Benefits

MGT 306 Project Management
 MGT 307 Supply Chain Management
 MGT 330 Negotiation and Conflict Resolution
 MGT 360 International Management
 MGT 320 Managing a Diverse Workforce
 MGT 394 Topics: Collective Bargaining and Labor Relations
 MGT 410 Managing Organizational Change
 MGT 415 Continuous Improvement

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

FIN 305 Principles of Finance
 BIS 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.

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 Business
 ENTP 376 New Venture Financing
 ENTP 377 Family Business Management
 ENTP 378 Emerging Enterprise Law
 ENTP 379 Corporate Entrepreneurship
 ENTP 396 Entrepreneurial Internship

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

CMST 220 *Interpersonal Communications*
 MGT 205 Business Management Principles
 MGT 300 Behavior in Organizations
 MGT 310 Managerial Behavior
 MGT 340 Human Resources Administration

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
 ENTP 379 Corporate Entrepreneurship
 MGT 360 Comparative International Management
 MGT 394 Selected Topics in Management

POST-BACCALAUREATE CERTIFICATE

Students who have completed a bachelor's degree may pursue business certificate programs in the College of Business.

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 (or ACC 200 and ACC 201)
 ENTP 300 New Venture Creation
 ENTP 333 New Venture Management
 ENTP 378 Emerging Enterprise Law
 ENTP 497 Senior Portfolio: Writing the Business Plan

Marketing Department

FACULTY

Greg Martin, *chair*
 Donna Crane, Thomas Gamble, Edward M. Jackson, Aron Levin, Banwari Mittal, Margaret Myers, David Raska, Doris Shaw, Eileen Weisenbach Keller

CONTACTING THE DEPARTMENT

The Department of Marketing is located in BEP 482 and may be reached during business hours by phone at 859-572-6582. Visit the department's website at <http://cob.nku.edu/departments/marketing/index.php>.

PROGRAMS OFFERED

Bachelor of Science

Marketing
 Sports Business

Minors

Marketing

Post-Baccalaureate Certificates

Marketing Research
 Sports Business

GENERAL EDUCATION COURSES OFFERED

None

BACHELOR'S DEGREE PROGRAMS

Pre-major and selective admissions requirements

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

The selective admission 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 Marketing

In today's hyper-competitive global business environment, it is becoming very clear that for any organization to prosper, it must adopt a market orientation as its guiding business philosophy. Being market oriented simply means that the organization considers the needs and wants of its customers as crucial input in every decision that it makes. To successfully accomplish this goal, the organization must develop and nurture close relationships with its customers. Marketers are literally the interface between the organization and its customers. A career in Marketing, no matter which of the dozens of different career paths students choose to follow, is at its heart a career in creating and managing these relationships.

You may be a marketer if...

- You are a self-starter who wants to be compensated for what you achieve rather than what is standard wage scale limits you to. You may be a marketer who finds success in a professional sales career.
- You are a creative problem solver who enjoys analytical thinking and working with numbers. You may be a marketer who finds success in a marketing research career.
- You are the kind of person that is able to stay well organized and move forward while balancing the multiple obligations of a working student. You may be a marketer who finds success in careers such as brand management, retail management, or distribution.
- You are a creative person who loves to bring ideas to life with you design skills. You may be a marketer who finds success in careers as diverse as advertising or product development.
- You want to start your own business. You may be a marketer who finds success as an entrepreneur, the quintessential marketer.
- You enjoy helping other people solve their problems. Do you like to help others reach their goals? You may be a marketer who finds success in a professional sales career.
- You enjoy helping others when they can't help themselves. Or would you like to help make the world a better place? You may be a marketer who finds success in a career dedicated to advancing the cause of a not-for-profit or charitable organization to enable it to better perform its mission.

- You are really sort of unsure about what your career path should be. You may be an “undiscovered” marketer. Marketers can find career success in such a large and diverse variety of fields that the odds are good you’ll find your niche as you progress through the different courses in the program, taught by faculty with diverse real-world experience and scholarly interests who will help you explore your options.

The selective admission 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

CMST 101 Principles of Speech Communications
 ENG 101 College Writing
 MAT 114 Finite Mathematics
 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 adviser’s advance consent; students would also be allowed to take three MKT electives, including ENTP 375, without declaring a track):

International Marketing Track

MKT 360 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):
 STA 312 Elementary Survey Sampling
 STA 314 Design and Analysis of Experiments
 PSY 210 Research Methods in Psychology
 SOC 320 Social Research
 SOC 321 Applied Social Research
 ECO 310 Introduction to Econometrics

Sales Track

MKT 306 Sales Management
 MKT 310 Principles of Professional Selling
 And one of the following (or others with consent of advisor):
 CMST 220 Interpersonal Communication
 CMST 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 under *Selective Admission—Courses* and the following four courses:

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

The Major in Sports Business

Who sets the price of a Cincinnati Bengals 50 yard line ticket? Who creates game-night promotions for the Florence Freedom? Who creates the marketing plan for the new U.S. Women’s Professional Soccer league? Who decided that M&M’s would be a Kyle Busch’s sponsor?

The answer to all these questions? People in the business of sport, of course. Whether amateur or professional, global or local, the sports and recreational industry continues to grow rapidly and provide a rich variety of career paths for business students.

The Sports Business program offers a unique opportunity to earn a business degree with a difference - focus on the business of sport. The program prepares students for a variety of career and leadership opportunities in sports business and recreational management. A small sampling of career paths in the sports industry includes event suppliers, event management and marketing, sports media, athlete services, sports commissions, sports lawyers, sports equipment manufacturing and distribution, sports and recreational facilities and facility suppliers, and team, league, and college athletics management and marketing.

The highlight of the Sports Business degree is the senior year internship. Students gain practical work experience and real-world networking exposure to the sports business environment at the local, regional, national, or international level while under guidance and supervision of a successful sports businessperson.

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

Selective Admission—Courses

CMST 101 Principles of Speech Communications
 ENG 101 College Writing
 MAT 114 Finite Mathematics
 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 Sports Business 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
 CMST 303 Organizational Communications
 SPB 396 Sports Business Internship
 SPB 480 Sports Business Strategies and Policies
 CMST 370 Advanced Public Speaking
 MGT 490 Business Policy

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

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

MINORS

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 Business Management Principles
 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 Business to Business Marketing
 MKT 360 International 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

Students who have completed a bachelor's degree may pursue business certificate programs in the College of Business.

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 Marketing Research
 MKT 492 Advanced Marketing Research

Pre-requisite Courses

STA 212 Statistics for Business Applications I
 ENG 340 Business Writing or OST 311 Written Communication Systems
 MKT 305 Principles of Marketing

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 who seek a solid foundation in the principles and practices of the sports industry.

Students enrolled in this certificate program must meet all course prerequisites 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 Course

MKT 305 Principles of Marketing