C. T. Bauer College of Business

Our academic programs are focused on preparing students for the real world of business. Our undergraduate students are an important source of new talent for many Houston area companies and our graduate programs are a critical tool for employee development and retention for many Houston area firms.

Because of its high quality education, business environment, and significant scholarship support, the Bauer College attracts high caliber students, including National Merit Scholars who are also members of the University of Houston Honors College. The Bauer College student population mirrors Houston’s diverse nature. The University of Houston attracts students from 130 different countries; over 350 of these international students are undergraduate business majors.

Accreditation
The Bauer College of Business is a fully accredited member of the AACSB International - The Association to Advance Collegiate Schools of Business, including accreditation of the accounting program. Of the more than 1,600 U.S. institutions granting degrees in business, only 482 business programs and only 165 accounting programs are accredited by the AACSB International.

Mission and Curriculum
The mission of the Bauer College is to provide leading undergraduate and graduate programs to educate current and future working professionals and business leaders for the city of Houston and the state of Texas. Undergraduate programs in the Bauer College are day-time programs designed to provide students with:

1) a broad-based education that exposes students to a variety of academic disciplines across the campus that are relevant to their roles as future leaders in business and society;

2) a fundamental education in all functional areas of business;

3) an opportunity to develop specialized knowledge and skills by majoring in a single area; and

Overview:
Named in August 2000 to honor former Houston business leader and philanthropist Charles T. (Ted) Bauer, the C. T. Bauer College of Business has been in operation for more than 60 years at the University of Houston.

The Bauer College of Business provides quality business education for over 5,000 undergraduate business majors and minors. Located in the fourth largest city in the U.S., the Bauer College of Business offers in-class instruction that is industry-focused, with unique internship and career opportunities.

Dean: Arthur Warga, Ph.D., University of Michigan
Associate Dean for Academic & Research Programs: Elizabeth Anderson-Fletcher, Ph.D., University of Houston
Associate Dean for External Relations: Robert Casey, M.B.A., University of Texas at Austin
Associate Dean of Graduate and Professional Programs: David Shields, Ph.D., University of Michigan
Director, Research and Instructional Computing Services: Elaine Brewer, M.B.A., University of Houston
Executive Director of Centers and Institutes: Daniel Currie, LL.B., University of Western Ontario; M.B.A., University of Houston
Director of Registration and Records: Mary Gould, M.A., Boston University
College Business Administrator: Rubina Haroon, B.A., St. Joseph’s College, Karachi, Pakistan
Director of Undergraduate Business Programs: Frank Kelley, M.A., McNeese State University
Executive Director of the Elizabeth D. Rockwell Career Services Center: Jamie Belinne, M.S., Loyola University

Office of the Dean 713-743–4600
Office of Undergraduate Business Programs 713-743-4900
Office of MBA Program 713-743-4876
Elizabeth D. Rockwell Career Services Center 713-743-4590
Department of Accountancy and Taxation 713-743-4820
Department of Decision and Information Sciences 713-743-4747
Department of Finance 713-743-4755
Department of Management 713-743-4646
Department of Marketing and Entrepreneurship 713-743-4555
Web page: www.bauer.uh.edu
4) exposure to business law and ethics, and to global and cross-cultural issues through a global studies sequence.

This leading edge curriculum is designed to graduate students who are equipped for the demands of the 21st century economy, armed with the business skills to be productive employees in the business community.

Minors are offered in accounting, business administration (for non-business majors only), finance, management, management information systems, marketing, and sales.

**Admission and Change of Major to Pre-Business**

Qualified high school, college transfer students, and international students interested in majoring in business should apply first as a pre-business major. For specific admission requirements, consult the University Admission information section of this catalog. For admission information and an application, contact the Office of Admissions at 713-743-1010 or check the website at [www.uh.edu/enroll/admis](http://www.uh.edu/enroll/admis). UH students who have completed 15–60 semester hours of college level work at UH or other schools must have a minimum 2.75 cumulative grade point average on all college course work to become a pre-business major. UH students who have completed 60 or more semester hours of college level work at UH or other schools must have a minimum 2.75 cumulative grade point average on the last 60 semester hours to become a pre-business major. The computation of the grade point average over the last 60 semester hours will include all grades for the semester in which the 60th hour occurs. Students on probation or suspension are not eligible to change their majors to business. Students who have submitted transcripts of all completed college work to the University of Houston may submit a change of major request on the Bauer website: [www.bauer.uh.edu](http://www.bauer.uh.edu).

Enrollment by non-business majors and pre-business degree seeking students in 3000-level business courses is limited to a maximum of 15 semester credit hours, including all courses attempted (with W’s, I’s, F’s, and passing grades) and courses transferred.

Enrollment in 4000-level business courses is limited to degree seeking students who are business majors with a degree plan on file and a declared concentration; and to students officially admitted into business-related programs (such as business minors, and students in the computer science-business option, the professional selling program, and exchange programs) who are taking these courses to meet specified requirements for these business-related programs.

Postbaccalaureate students are not eligible to take undergraduate business courses except at the 5000-level, and may not pursue an undergraduate degree in business in the Bauer College of Business.

**Degree Requirements**

In order to earn a Bachelor of Business Administration (B.B.A.) degree, students must complete four broad requirement areas: the University of Houston core requirements, pre-business courses, business core courses (including a global studies sequence), and an area of concentration, along with two non-credit requirements: a business writing proficiency exam and completion of a business and career preparation course.

**General Requirements for a Baccalaureate Degree**

Students are required to meet the general requirements for a baccalaureate degree.

**Core Curriculum Requirements**

Students are required to meet the general requirements for a baccalaureate degree and must satisfy the core curriculum requirements listed below:

<table>
<thead>
<tr>
<th>Core Curriculum Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication: English rhetoric and composition</td>
<td>6</td>
</tr>
<tr>
<td>Mathematics: College level algebra or approved equivalent</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics/Reasoning</td>
<td>3</td>
</tr>
<tr>
<td>Natural Sciences</td>
<td>6</td>
</tr>
<tr>
<td>Humanities (Writing Intensive)</td>
<td>3</td>
</tr>
<tr>
<td>Visual &amp; Performing Arts</td>
<td>3</td>
</tr>
<tr>
<td>Social &amp; Behavioral Sciences (met through college-specified requirement of Psc &amp; 1300 or Soc 1300)</td>
<td>3</td>
</tr>
<tr>
<td>Social &amp; Behavioral Sciences: Writing Intensive</td>
<td>3</td>
</tr>
<tr>
<td>U.S. History</td>
<td>6</td>
</tr>
<tr>
<td>American Government</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>42</td>
</tr>
</tbody>
</table>

**Bachelor of Business Administration Degree**

All candidates for a bachelor’s degree must satisfy the minimal degree requirements specified in the Academic Regulations and Degree Requirements section of this catalog.

**Requirements**

Students seeking the Bachelor of Business Administration degree must complete freshman-sophomore core and pre-business requirements, upper-level business core and required courses, area of concentration requirements, pass the business writing proficiency exam and complete the Bauer Experience noncredit business and career preparation course. The total hours required for a Bachelor of Business Administration degree are summarized below. Students in the Bauer Business Honors Program have additional requirements as specified under the description of the Bauer Business Honors Program. Students pursuing the Global Energy Management (GEM) track in Finance have specialized admission and degree requirements listed under the GEM track for a major in finance. Other specialty programs, such as the Professional Program in Accounting, the Entrepreneurship Program, and the Program for Excellence in Selling, may have additional admission and program requirements as specified by the program. B.B.A. requirements also listed as approved UH core courses may fulfill both requirements, but students must have a minimum of 123 credit hours to earn the B.B.A. Specific course requirements in each category are discussed in the following sections:
### Courses

<table>
<thead>
<tr>
<th>Area</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Core Curriculum Requirements (6 of the required 42 hours of university core curriculum requirements listed above may be met by pre-business and college-specific requirements)</td>
<td>36</td>
</tr>
<tr>
<td>Pre-Business Requirements and College Specific requirements</td>
<td>24</td>
</tr>
<tr>
<td>Business Writing Proficiency Exam (noncredit)</td>
<td></td>
</tr>
<tr>
<td>The Business and Career Preparation Course (noncredit)</td>
<td></td>
</tr>
<tr>
<td>Upper-Level Business Core and Required Courses</td>
<td>39</td>
</tr>
<tr>
<td>Area of Concentration Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Total Degree Requirements</td>
<td>123 semester hour (minimum)*</td>
</tr>
</tbody>
</table>

### Freshman-Sophomore Core and Pre-Business Requirements

The freshman-sophomore and pre-business courses required for a Bachelor of Business Administration degree are as follows:

<table>
<thead>
<tr>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Core Curriculum Requirements (see above)</td>
<td>36</td>
</tr>
<tr>
<td>MATH 1313 and MATH 1314 (three of these six hours meet CORE</td>
<td>6</td>
</tr>
<tr>
<td>Math/Reasoning)</td>
<td></td>
</tr>
<tr>
<td>ECON 2304 and ECON 2305</td>
<td>6</td>
</tr>
<tr>
<td>PSYC 1300 or SOCI 1300</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2331 and ACCT 2332</td>
<td>6</td>
</tr>
<tr>
<td>DSC 2373</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
</tr>
</tbody>
</table>

### Business Writing Proficiency Exam (noncredit) and the Business and Career Preparation Course (noncredit)

For details on these two noncredit degree requirements, see the Bauer Experience section below.

### Upper-Level Business Core and Required Courses

Regardless of the area of concentration, business majors are required to complete the following courses:

<table>
<thead>
<tr>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision and Information Sciences</td>
<td>6</td>
</tr>
<tr>
<td>DSC 3301 and DSC 3331</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td>3</td>
</tr>
<tr>
<td>FINA 3332</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>3</td>
</tr>
<tr>
<td>MAMA 3335</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 3336</td>
<td></td>
</tr>
<tr>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3356 or MARK 3337. Students taking MARK 3337 to satisfy this</td>
<td></td>
</tr>
<tr>
<td>requirement may not also use it to satisfy an advanced business</td>
<td></td>
</tr>
<tr>
<td>elective requirement or as a marketing concentration elective.</td>
<td></td>
</tr>
<tr>
<td>Global Studies sequence</td>
<td>12</td>
</tr>
<tr>
<td>INTR 3350 (formerly MAMA 3350), 3351, 3352, and 3353</td>
<td></td>
</tr>
<tr>
<td>GEN 4350 Business Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Approved Advanced (3000-4000) electives in Business</td>
<td>6</td>
</tr>
<tr>
<td>Any 3000-4000 level business courses may count as advanced</td>
<td></td>
</tr>
<tr>
<td>business electives .</td>
<td></td>
</tr>
<tr>
<td>Business majors who declare and complete a non-business minor or</td>
<td></td>
</tr>
<tr>
<td>second non-business major, or who complete coursework as part of a</td>
<td></td>
</tr>
<tr>
<td>study abroad program are allowed to substitute up to six</td>
<td></td>
</tr>
<tr>
<td>semester credit hours of 3000-4000 level non-business coursework or</td>
<td></td>
</tr>
<tr>
<td>3000-4000 level study abroad courses for advanced business</td>
<td></td>
</tr>
<tr>
<td>electives required by the B.B.A. Business majors are allowed to</td>
<td></td>
</tr>
<tr>
<td>minor in any of the business functional areas: accounting, finance,</td>
<td></td>
</tr>
<tr>
<td>management, management information systems, marketing, or sales, but</td>
<td></td>
</tr>
<tr>
<td>not business administration. Students may count these minor</td>
<td></td>
</tr>
<tr>
<td>courses toward advanced business elective requirements of their major.</td>
<td></td>
</tr>
<tr>
<td>Students who double major in business are allowed to count</td>
<td></td>
</tr>
</tbody>
</table>

### Area of Concentration Requirements

Students can earn a degree in the following areas of concentration. See department section for specific concentration requirements.

<table>
<thead>
<tr>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>24</td>
</tr>
<tr>
<td>21 semester hours of accounting</td>
<td></td>
</tr>
<tr>
<td>Three semester hours of approved advanced business electives</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td>24</td>
</tr>
<tr>
<td>18 semester hours of finance</td>
<td></td>
</tr>
<tr>
<td>Six semester hours of approved advanced business electives</td>
<td></td>
</tr>
<tr>
<td>Decision and Information Sciences</td>
<td>24</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td></td>
</tr>
<tr>
<td>24 semester hours of management information systems</td>
<td></td>
</tr>
<tr>
<td>Operations Management</td>
<td>24</td>
</tr>
<tr>
<td>18 semester hours of operations management</td>
<td></td>
</tr>
<tr>
<td>Six semester hours of approved advanced business electives</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>24</td>
</tr>
<tr>
<td>18 semester hours of management</td>
<td></td>
</tr>
<tr>
<td>Six semester hours of approved advanced business electives</td>
<td></td>
</tr>
<tr>
<td>Marketing and Entrepreneurship</td>
<td>24</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>18 semester hours of marketing</td>
<td></td>
</tr>
<tr>
<td>Six semester hours of approved advanced business electives</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>24</td>
</tr>
<tr>
<td>18 semester hours of entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>Six semester hours of approved advanced business electives</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>123 semester hour (minimum)*</td>
</tr>
</tbody>
</table>

### Sample B.B.A. Degree Plan

(Order of courses depends on the concentration and course prerequisites. Consult an academic advisor for assistance).

#### First Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1303, Freshman Composition I</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1310, College Algebra (or placement exam)</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1376 (or 1377), The United States to 1877</td>
<td>3</td>
</tr>
<tr>
<td>POLS 1336, U.S. and Texas Politics and Constitutions</td>
<td>3</td>
</tr>
<tr>
<td>Social Science: PSYC 1300 or SOC 1300</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spring Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1304, Freshman Composition II</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1314, Calculus for Business and the Life Sciences</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1379 (or 1378), The United States Since 1877</td>
<td>3</td>
</tr>
<tr>
<td>POLS 1337, U.S. Government, President, and Courts</td>
<td>3</td>
</tr>
<tr>
<td>Core Approved Humanities</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

### Second Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 1313, Finite Mathematics With Applications</td>
<td>3</td>
</tr>
<tr>
<td>Core Approved Natural Science</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2331, Accounting Principles I—Financial</td>
<td>3</td>
</tr>
<tr>
<td>DSC 2373, Introduction to Computers and Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2304, Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>
Spring Semester
ACCT 2332, Accounting Principles II-Managerial 3
ECO 2305, Macroeconomics 3
Core Approved Natural Science 3
Core Approved Visual and Performing Arts 3
Social Science-Writing Intensive 3
Total 15

Third and Fourth Year
Junior Business Courses: Hours
Required of All Business Majors (Sequencing depends upon concentration and prerequisites)

Disc 3301. Service and Manufacturing Operations 3
Disc 3331. Statistical Analysis for Business Applications 3
MANA 3335. Introduction to Organizational Behavior and Management 3
MARK 3336. Elements of Marketing Administration 3
MARK 3337. Professional Selling; or COMM 3356. Business and Professional Speech 3
FINA 3332. Principles of Financial Management 3
INTB 3350. (formerly MANA 3350) International Business 3
INTB 3351. History of Globalization 3
INTB 3352. Economics of Globalization 3
INTB 3353. Politics of Globalization 3
GENG 4505. Business Law and Ethics 3
6 hours of Advanced Business Electives (any 3000-4000 level business courses, or, 3000-4000 level courses for a non-business major or minor, or 3000-4000 study abroad courses) 6
Total 39

Area of Concentration (Major)
(Sequencing depends upon Prerequisites)
See specific course requirements under “Departments”
Total 24

Minimum Total Hours Required for B.B.A. Degree 123

Bachelor of Business Administration
Areas of Concentration

Department of Accountancy and Taxation

Chair: Gerald Lobo
Professors Cheng-Shing Agnes Cheng, Arthur J. Francia, George O. Gamble, Gerald Lobo, James W. Pratt, David Shields, Kunduru Sivaramakrishnan
Associate Professors Mimi Alciatore, Saleha B. Khumawala, Janet A. Meade, Thomas R. Noland, Gary Schugart
Assistant Professors Amy C. Bourne (Visiting), Daniel Brennan (Visiting), George Drymiotes, John L. Green (Visiting), Dana Y. Hollie, Ron Lazer, Tong Lu, Robert S. Milbrath (Clinical), Edward C. Nathan (Visiting), James B. Stinson (Visiting), Scott Whisenant, Michael E. Yampuler

Studies in accountancy and taxation (ACCT) prepare students for measuring and analyzing the income, costs, sources, and uses of funds of an organization on the basis of certain generally accepted principles. Such measurements and analyses are helpful to those directly responsible for attaining production, marketing, and financial objectives.

Careers are available in corporate, nonprofit, and government organizations, as well as in the field of public accounting.

Options to Meet Requirements for the Certified Public Accounting Exam

Accounting majors who desire to obtain the necessary hours (150 semester credit hours, of which 30 semester hours must be advanced hours in accounting coursework) required by the state of Texas to take the Uniform CPA Examination may do so in two ways at the University of Houston:

1. The M.S. Acy. degree and the professional program in accounting (PPA) for currently enrolled UH undergraduate accounting majors:

The Accounting Department has developed a PPA plan that will allow students in the undergraduate accounting program to apply for the Master of Science in Accountancy (M.S. Acy.) program after their junior year. Admission is based on undergraduate GPA on the last sixty hours and GMAT scores (contact the Office of Undergraduate Business Programs, 262 Melcher Hall, for details on admission requirements and procedures). If accepted, students may take both undergraduate courses and six hours of graduate accounting courses their senior year, and complete requirements of the M.S. Acy. degree and be eligible to sit for the CPA exam by the end of their fifth year.

Students who meet the requirements will earn both a B.B.A. in Accounting and a M.S. Acy. degree. Students at UH with non-accounting backgrounds, students from other schools, or returning students may still pursue the M.S. Acy. degree, but are not eligible for the CPA plan. For further details on the M.S. Acy. degree requirements, see the Graduate and Professional Studies catalog or contact the Office of Undergraduate Business Programs, 262 Melcher Hall, or the Accounting Department, 370 Melcher Hall. For further details on CPA requirements, contact the State CPA Board.

2. Certificate of Accountancy Program: The Bauer College of Business offers a nondegree Certificate of Accountancy though the Department of Accountancy and Taxation. This program is designed and limited to nondegree-seeking postbaccalaureate students who plan to sit for the Uniform CPA exam. Students should contact the Texas State Board of Accountancy for required general business courses. The certificate is awarded to students who complete at least ten courses in the program, excluding ACCT 5331. Courses in this program may not be used to meet degree requirement at the undergraduate or graduate level.

Admission to this program is through the University of Houston Office of Admissions for students who apply and meet the university requirements for nondegree-seeking postbaccalaureate applicants. Students should contact the accounting advisor in the Office of Undergraduate Business Programs for program and course information.

Requirements

Business majors must meet the business, non-business, and elective requirements for a baccalaureate degree as well as the following for a Bachelor of Business Administration degree with a concentration in accountancy and taxation:

Accounting (24 semester hours)

1. ACCT 3367, 3368
2. Advanced Accounting (15 semester hours) ACCT 3337, 3371, 4331, 4335 and 3 semester hours of
an advanced accounting elective.

3. Three (3) semester hours of approved advanced electives in business.

Twelve (12) semester hours of the 15 advanced accounting hours must be taken in residency.

Courses: Accounting (Acct)


3377: Management Accounting Cr. 3. (3-0). Prerequisites: junior standing and ACCT 2332 or equivalent. Cost accounting, including standard costing, information for managerial planning and control, and information for special decisions.

3378: Intermediate Accounting I Cr. 3. (3-0). Prerequisites: junior standing and ACCT 2332. Accounting organizations, the conceptual framework of accounting, the accounting process, basic financial statements, and the time value of money. Financial theory and practice in accounting for assets.

3368: Intermediate Accounting II Cr. 3. (3-0). Prerequisites: junior standing and ACCT 3367 with a minimum grade of C. Financial theory and practice in accounting for liabilities, shareholders’ equity, earnings per share, and special disclosure topics.

3371: Accounting Information Systems Cr. 3. (3-0). Prerequisites: junior standing. ACCT 2332, and Dres: 2373. Accounting systems, including file, program, control and system structures.

4399:4399 Senior Honors Thesis Cr. 3 per semester. Prerequisites: approval of department chair and Bauer College’s Office of Undergraduate Business Programs.

4198;4298;4398: Special Problems Cr. 1-3 per semester. Prerequisites: junior standing and approval of chair.

4330: Advanced Accounting Cr. 3. (3-0). Prerequisite: ACCT 3368 with minimum grade of C. Investments and consolidations, foreign currency translation, branch accounting, segmental reporting, bankruptcy, and partnerships.

4331: Federal Income Tax I—Individual Cr. 3. (3-0). Prerequisite: junior standing. Taxation of individuals and property transactions.

4332: Federal Income Tax II—Corporate Cr. 3. (3-0). Prerequisite: ACCT 4331. Taxation of corporations, partnerships, estates, and trusts.

4334: Advanced Accounting Information Systems Cr. 3. (3-0). Prerequisites: ACCT 3371 and 4335. Current issues in information systems with an emphasis on practical application.

4335: Auditing Cr. 3. (3-0). Prerequisites: junior standing, ACCT 3367 with minimum grade of C, and ACCT 3371. Auditing standards and procedures, internal control, working papers, and report writing.

4337: Advanced Cost Accounting Cr. 3. (3-0). Prerequisites: ACCT 3337 and 4330. Advanced concepts in cost accounting including current issues relating to the internal accumulation and use of information.

4340: SEC Reporting and Corporate Disclosure Cr. 3. (3-0). Prerequisites: ACCT 4330 and 4335. Introduction to the activities of the Securities and Exchange Commission.

4341: Accounting Internship Cr. 3. (3-0). Prerequisites: junior standing and prior written approval of the program director. Enhancement of concepts and techniques learned in the classroom through work experience directly related to the auditing or accounting profession. (Internship credit is limited to three credit hours and requires employer evaluation.)

4344: Financial Statement Analysis Cr. 3. (3-0). Prerequisite: ACCT 3368. Basic methods and information used in analyzing financial statements and related disclosures for decision-making purposes.

4350: Contemporary Financial Accounting Issues Cr. 3. (3-0). Prerequisite: ACCT 4330. Examination of timely financial accounting issues focusing on recent financial accounting pronouncements and the effect of those pronouncements on corporations and other entities.

4360: International Accounting Cr. 3. (3-0). Prerequisite: ACCT 3367. Introduction to critical issues and differences in accounting principles in foreign environments.

4375: Internal Auditing and the Entity Control Environment Cr. 3. (3-0). Prerequisites: junior standing and ACCT 3367 with minimum grade of C. Control and auditing procedures within companies.

4376: Advanced Auditing Cr. 3. (3-0). Prerequisite: ACCT 4335. Current issues in auditing with an emphasis on practical applications.

4377: Governmental and Nonprofit Accounting Cr. 3. (3-0). Prerequisites: junior standing and ACCT 3367. Principles of fund accounting, governmental budgets, program-planning-budget systems, hospital and not-for-profit accounting systems.

4378: Oil and Gas Accounting Cr. 3. (3-0). Prerequisites: junior standing and ACCT 3367 with minimum grade of C. Accounting for exploration, acquisition, drilling, production, and conveyances of oil and gas.

4397: Selected Topics in Accounting Cr. 3. (3-0). Prerequisites: junior standing and approval of chair or program director. May be repeated when topics vary.

5301: Introduction to Accounting Cr. 3. (3-0). Prerequisite: admission to the Certificate of Accountancy Program. Fundamentals of accounting.

5304: Business Law and Ethics for the Accountant Cr. 3. (3-0). Prerequisite: admission to the Certificate of Accountancy Program. Legal and ethical environment of accounting.

5330: Advanced Accounting Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5368. Investments and consolidations, foreign currency translation, branch accounting, segmental reporting, bankruptcy, and partnerships.

5331: Federal Income Tax—I—Individual Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5301. Taxation of individuals and property transactions.

5332: Corporate Taxation Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5331. Taxation of corporations, partnerships, estates and trusts.

5335: Auditing Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5367 and 5371. Auditing standards and procedures, internal controls, working papers, and report writing.

5337: Management Accounting Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5301. Cost accounting, including standard costing, information for managerial planning and control, and information for special decisions.

5350: Contemporary Accounting Issues Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5330. Examination of financial accounting issues, focusing on accounting pronouncements and the effect of these on corporations and other entities.

5357: Intermediate Accounting I Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5301. Accounting organizations, the conceptual framework of accounting, the accounting process, basic financial statements, and the time value of money. Financial theory and practice in accounting for assets, liabilities and equity.

5368: Intermediate Accounting II Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5367. Financial theory and practice in accounting for earnings per share, investments, revenue, leases, pensions, deferred taxes and accounting changes.

5371: Accounting Information Systems Cr. 3. (3-0). Prerequisites: an undergraduate degree or approval of chair and ACCT 5301. Accounting systems, including file, program, control, and system structures.
Department of Decision and Information Sciences

Chair: Dennis Adams

Professors Wynne Chin, Randolph B. Cooper, Everett S. Gardner, Jr., Blake Ives, Edward P. C. Kao, Basheer M. Khumawala, Richard W. Scamell

Associate Professors Dennis Adams, Elizabeth A. Anderson-Fletcher, Robert Bregman, Joaquín Díaz-Saiz, Sukran Kadipasaoglu, Archer McWhorter, Jr., A. Cameron Mitchell (Emeritus), Michael S. Parks

Assistant Professors Kathy L. Cossick (Clinical), Norman A. Johnson, Iris A. Junglas, Conor F. O’Muirigh seksa (Visiting), Jaana Porra, Gary L. Richardson (Visiting), Carl Scott (Clinical), Leiser Silva, Staci Smith (Clinical)

The Department of Decision and Information Sciences (Disc) offers two areas of concentration: management information systems and operations management. The variety and depth of courses provide an excellent foundation for careers in information systems or business operations.

Option I: Management Information Systems (MIS)

Studies in this area prepare students for positions in design, implementation, and administration of an organization’s information systems. Emphasis is placed on managerial aspects of computer systems.

Without experience, students generally enter organizations as systems analysts or programmers. Graduates with work experience often take administrative positions related to the organization’s information systems.

Of special importance to MIS majors is the Information Systems Research Center (ISRC), a forum for the interchange of ideas among information systems professionals in the academic and professional communities. The objectives of the ISRC are the training, development, and continuing education of MIS professionals; research in the development and utilization of MIS in organizations; the promotion of interaction among MIS professionals and academicians; and the education and development of MIS academicians.

Option II: Operations Management

This concentration provides students with knowledge of the total operations of an organization, emphasizing the activities and decisions required of line management. Areas of interest include capacity planning, aggregate output or service levels, staffing, inventories, and quality and cost control.

Career opportunities are widespread in both product-oriented and service-oriented organizations. Graduates may be employed in any operating area of the organization, including project management, manufacturing, materials management, logistics and distribution, operations planning and control, purchasing, and operations analysis. Career paths generally lead through line management.

Requirements

Business majors must meet the business, non-business, and elective requirements for a baccalaureate degree as well as the following for a Bachelor of Business Administration degree with a concentration in one of the following options:

Management Information Systems (24 semester hours)

1. Complete Disc 3369, 3370, 3371, 3376, 4370, and 4478
2. Select six hours from Disc 4371, 4372, 4376, 4377, 4379, or 4380, or other approved MIS electives.

Operations Management (24 semester hours)

1. Complete Disc 4361 and 15 hours taken from Disc 4362, 4363, 4365, 4366, 4367, 4368, 4369, 4387.
2. Select six semester hours of approved advanced electives in business.

Courses: Decision and Information Science (Disc)

2373: Introduction to Computers and Management Information Systems (BCIS 1305) Cr. 3. (3-0). Prerequisite: sophomore standing. Use of computers in the business environment. Special attention given to systems operations, programming, and applications.

3301: Service and Manufacturing Operations Cr. 3. (3-0). Prerequisite: Math 1313. An overview of operations management concepts and techniques. Operations management strategy, total quality management, location and layout, forecasting, aggregate planning, materials management, just-in-time systems, scheduling, and project management in small and multinational manufacturing and service organizations are addressed.

3331: Statistical Analysis for Business Applications I Cr. 3. (3-0). Prerequisites: Math 1313-1314 and Disc 2373. Random variables and their probability distributions; sampling distributions; point and interval estimation; hypothesis testing; correlation and linear regression.

3367: Production and Logistics Systems Design Cr. 3. (3-0). Prerequisites: junior standing and Disc 3301. Corequisite: Disc 3331. Design and control of production and logistics systems.

3369: Information Technology in Organizations Cr. 3. (3-0). Prerequisites: junior standing and Disc 2373 or equivalent. The expanding role of information technology in organizations including the development and use of information systems, strategic impact, and international implications.

3370: Information Systems Development Tools Cr. 3. (3-0). Prerequisites: Disc 2373 or Cosc 2410 and major or minor in MIS or major in computer science (business option). Survey of development options in commercial application systems, including structured methods and programming tools.

3371: Transaction Processing Systems I Cr. 3. (3-0). Prerequisites: Disc 2373 or Cosc 2410, Acct 232, Disc 3370 or Cosc 2320 with a minimum grade of C+, and MIS major or minor or computer science (business option) major. Transaction driven information systems: including system design, file design, program structure, and internal control.

3376: Business Database Management Systems Cr. 3. (3-0). Prerequisite: Disc 3371 and MIS major or MIS minor or computer science (business option) major. Concepts and methods associated with the definition, structure, creation, and utilization of databases for computer-based information systems.
3399: Senior Honor Thesis Cr. 3 per semester, Prerequisites: approval of department chair and the Bauer College’s Office of Undergraduate Business Programs.

4198/4298/4398: Special Problems Cr. 1-3 per semester, Prerequisites: junior standing and approval of chair.

3431: Logistics and the Regulatory Environment Cr. 3 (3-0), Prerequisites: Dsc 3301 and junior standing. National policy, federal legislation, and court decisions; legal limitations and constraints.

3332: Concepts in Mathematical Modeling in Management Science Cr. 3 (3-0), Prerequisites: Dsc 3331 and junior standing and fundamentals of mathematical modeling: linear, integer and dynamic programming models; decision analysis using utility concepts; case studies; computer packages.

3356: Project Operations Cr. 3 (3-0), Prerequisites: Dsc 3301 and junior standing. Introduction to the management of one-time complex projects.

3461: Supply Chain Management Cr. 3 (3-0), Prerequisite: Dsc 3301. Concepts, theory, and practices for efficient integration of suppliers, manufacturers, distributors, and retailers to produce goods and services. Effective supply chain management as it relates to increasing competitiveness, market share, and profitability.

3462: Enterprise Resource Planning Cr. 3 (3-0), Prerequisites: Dsc 3301 and credit for or concurrent enrollment in Dsc 4361. Introduction to the concepts, theory, and practices associated with ERP systems, which integrate business processes such as procurement, sales, and distribution, manufacturing and financial management, to support decision making.

3463: Operations in Service Industries Cr. 3 (3-0), Prerequisite: Dsc 3301 and credit for or concurrent enrollment in Dsc 4361. Operations management in service industries such as hospitals, banks, utilities, and other public systems.

3464: Applied Regression Analysis Cr. 3 (3-0), Prerequisites: Dsc 3331 and junior standing or approval of chair. Basic theory, structure, and use of multiple regression. Topics include linear regression, polynomial regression, dummy variables, and stepwise regression. Extensive use of selected computer packages.

3465: Business Forecasting Cr. 3 (3-0), Prerequisites: Dsc 3301 and credit for or concurrent enrollment in Dsc 4361. Operations problems and control of production and logistics systems.

3466: Distribution and Inventory Management Cr. 3 (3-0), Prerequisites: Dsc 3301 and credit for or concurrent enrollment in Dsc 4361. Overview of the concepts, theory, and practices in integrated distribution and inventory management. Effective coordination of inventory and distribution decisions has a significant impact on overall supply chain profitability in the management of complex, global supply chains.

3467: Competitive Quality Cr. 3 (3-0), Prerequisites: Dsc 3301 and credit for or concurrent enrollment in Dsc 4361. Principles of quality control including Juranand Deming approaches, control charts, statistical data testing, and Dodge-Roming acceptance sampling plans and reliability testing.

3468: Manufacturing Control Systems Cr. 3 (3-0), Prerequisites: Dsc 3301 and junior standing. Examination of modern computer systems currently used for the control of manufacturing operations.

3469: Supply Chain Management Internship Cr. 3 (3-0), Prerequisites: Dsc 3301, credit for or concurrent enrollment in Dsc 4361, and approval of area coordinator. Practicum in manufacturing or distribution management.

3470: Systems Analysis and Design Cr. 3 (3-0), Prerequisites: completion of or concurrent enrollment in Dsc 3376 and MIS major or minor or computer science (business option) major. Methods for analyzing information needs and designing, evaluating, and implementing computer-based information systems. Special attention given to both structure and adaptive techniques for analysis and design.

3471: Interactive Systems Cr. 3 (3-0), Prerequisites: Dsc 3370, Dsc 3371, and credit for or concurrent enrollment in Dsc 3376. Techniques for implementing human-machine interfaces for data entry, inquiry, modeling, and data processing systems.

3472: Transaction Processing Systems II Cr. 3 (3-0), Prerequisite: Dsc 3371. Development and implementation of transaction processing systems with emphasis on operating systems and programming considerations.

3474: Decision Support Systems Cr. 3 (3-0), Prerequisites: Dsc 3370 and junior standing. Application of high-level modeling tools to financial and operational problem solving.

3475: Business Applications of Expert Systems Cr. 3 (3-0), Prerequisites: Dsc 2373 and junior standing. Development of rule-based expert systems as applied to functional business problem situations.

3476: Decision Support Systems and Expert Systems Cr. 3 (3-0), Prerequisite: Dsc 3370. Application of high-level modeling tools and rule-based expert systems to financial and operational problem solving.

3479: Business Systems Consulting Cr. 3 (3-0), Prerequisites: junior standing and consent of instructor. Practical aspects of evaluation, implementation, and design of complex information systems.

4380: Multimedia Applications in Business Cr. 3 (3-0), Prerequisites: Dsc 3376, Dsc 4370, and consent of instructor. Principles of designing and implementing multimedia business applications.

3481: Quantitative Analysis of Decision Making Cr. 3 (3-0), Prerequisite: an undergraduate degree or approval of chair. May not apply toward a baccalaureate degree in business administration. Selected applications of differential and integral calculus and linear algebra in decision making.

3487: Global Supply Chain Operations Cr. 3 (3-0), Prerequisites: Dsc 3301 and credit for or concurrent enrollment in Dsc 4361. International issues in supply chain operations management.

3488: Production and Logistics Management for Small Business Cr. 3 (3-0), Prerequisites: Dsc 3301 and junior standing. Application of production and logistics management principles for small businesses.

3497: Selected Topics in Decision and Information Sciences Cr. 3 (3-0), Prerequisites: junior standing and approval of chair or program director. May be repeated when topics vary.

4477: Fundamentals of Business Data Communications Cr. 4. (3-1), Prerequisite: Dsc 3371. Coordination of the hardware and software components of data communications systems with laboratory experience.

4478: Administration of Computer-Based Management Information Systems Cr. 4. (3-1), Prerequisites: credit for or concurrent enrollment in Dsc 4370 and major or minor in MIS or computer science (business option). Developing and managing computer-based management information systems. Includes MIS department organizational structures, information systems planning, and managing system development projects: including laboratory experience.

Department of Finance

Chair: Praveen Kumar
Professors: Thomas George, Praveen Kumar, Bong Soo Lee, R. Richardson Pettit, Craig Pirrong, Ramon Rabinovitch, Ronald Singer, Stuart Turnbull, Arthur D. Warga
Associate Professors: Jeremy Berkowitz, William J. Kretlow, Latha Ramchand, Rauf Susmel
Assistant Professors: Stephen V. Arbogast (Executive), Alexei Boulatov, Sudheer Chava, Darla Chisholm (Visiting), Martin Dierker, Jeff Graefe (Visiting), Charles Guez (Visiting), Mark Haedieck (Visiting), Dan Jones (Executive), Nisan Langberg, Dmytry Livdan, Christine A. Resler (Visiting)

The Department of Finance (FINA) offers a Bachelor of Business Administration degree with a concentration in finance. This area concentrates on an understanding of the financial decisions of corporations, individuals, and nonprofit organizations and a special track in Global Energy Management. The courses

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focus on analysis and management of risk, costs and benefits of capital budgeting decisions, portfolio management, security analysis, and energy management. The department offers courses dealing with corporate financial management, investment analysis, the operation of institutions, analysis of derivative securities, risk and insurance, real estate finance, and international securities markets.

**Requirements**

Business majors must meet the business, non-business, and elective requirements for a baccalaureate degree as well as the following for a Bachelor of Business Administration degree with a concentration in finance:

1. Complete FINA 4320 (formerly 4366) and 4330 (formerly 4332).
2. Select four advanced finance electives from FINA 4333, 4335, 4340 (formerly 4337), 4341 (formerly 4337), 4350 (formerly 4339), 4354 (formerly 4388), 4355 (formerly 4389), 4386, 4390, and 4397.
3. Select six semester hours of approved advanced electives in business.

**Global Energy Management**

Finance majors pursuing the Global Energy Management track have rigorous requirements in math, science, and economics at the freshman-sophomore level, and more specified coursework at the junior-senior level (see the Office of Undergraduate Business Programs for a complete listing of degree requirements).

In addition to UH core and minor courses, students will take the following courses:

**Freshman-Sophomore**

- MATH 1431, MATH 1432, MATH 2431, MATH 2433, MATH 3338, ACCT 2331, ACCT 2332, DISC 2373, PHYS 3378, ECON 3332, ECON 334, ECON 3858, ECON 4365.

**Junior-Senior**

- DISC 3301, DISC 3331, DISC 4364, MANA 3335, MARK 3336, MARK 3337, INTB 3350, INTB 3351, INTB 3352, INTB 3353, GENB 4350, FINA 4320 (formerly 4366), FINA 4330 (formerly FINA 4332), FINA 4340 (formerly 4376), FINA 4350 (formerly 4339), FINA 4397 (Options and Other Derivatives), FINA 4397 (Futures and Swaps), ACCT 3367, and ACCT 4378.

**Courses: Finance (FINA)**

**2301: Personal Finance** Cr. 3. (3-0). May not apply to a business major or minor. Survey of financial markets and instruments. Major financial decisions faced by individuals, including saving, home financing, and insurance.

**3332: Principles of Financial Management** Cr. 3. (3-0). Prerequisites: ACCT 2331, MATH 1313, 1314, and junior standing. Time value of money, principles of corporate financial management and investments.

**3333: Money and Capital Markets** Cr. 3. (3-0). Prerequisites: ACCT 2332, ECON 2304, and junior standing. Survey of the behavior of money, credit, debt, and the financial system, including both domestic and international aspects.

**3399: Senior Honor Thesis** Cr. 3 per semester. (3-0). Prerequisites: approval of department chair and Bauer College’s Office of Undergraduate Business Programs.

**4198:4298:4398: Special Problems** Cr. 3. (3-0). Prerequisites: junior standing and approval of chair.

**4310 Behavioral Finance** (also MANA 4310) Cr. 3. (3-0). Prerequisites: FINA 3332 and Disc 3331 or equivalents. Examination of individual decision behavior within a financial market context. Evaluation of psychological explanations for market movements and anomalies. Emphasis on the application of psychological principles to decision-making behavior.

**4320: Investment Management** (formerly FINA 4366) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. Techniques of securities evaluation, portfolio optimization, and the relationship between risk and return on financial securities.

**4322 Security Financial Analysis** Cr. 3. (3-0). Prerequisites: FINA 4320 and junior standing. In-depth analysis of methods used to analyze and value individual stocks. Analysis of factors affecting security risk and return.

**4330: Corporate Finance** (formerly FINA 4332) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. Capital budgeting, capital structure, and dividend policy of the firm.

**4334: Managerial Analysis** (formerly FINA 3334) Cr. 3. (3-0). Prerequisites: ACCT 2332, MATH 1313, 1314, ECON 2304, and junior standing. Allocation of resources within the business enterprise. Emphasis on profit maximization in the context of alternative market structures.

**4340: Financial Systems** (formerly FINA 4376) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. Analysis of financial intermediation. Consideration of bank and nonbank financial intermediaries as they relate to the supply and demand of loanable funds.

**4341: Commercial Bank Management** (formerly FINA 4337) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. Survey of commercial banking principles and analysis of banking issues.

**4350: Options and Futures** (formerly FINA 4339) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. Concepts and applications of options and futures.

**4354: Risk Management** (formerly FINA 4388) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. Commercial risk analysis evaluation, abatement, transfer, insurance, and self-financing.

**4355: International Risk Management** (formerly FINA 4389) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. International issues in risk management.

**4356: Insurance Operations** Cr. 3. (3-0). Prerequisite: ECON 2304, FINA 3332, Disc 3331, and junior standing. Survey of insurance industry operations, including underwriting, marketing, loss control, claims, reinsurance, and investments.

**4357: Commercial Liability** Cr. 3. (3-0). Prerequisite: ECON 2304, FINA 3332, Disc 3331, and junior standing. Survey of commercial liability principles and analysis of current issues.

**4358: Commercial Property** Cr. 3. (3-0). Prerequisite: ECON 2304, FINA 3332, Disc 333, and junior standing. Survey of commercial property principles and analysis of current issues.

**4359: Energy Insurance and Risk Management** Cr. 3. (3-0). Prerequisite: ECON 2304, FINA 3332, Disc 3331, and junior standing. Survey of energy insurance and risk management techniques.

**4360: International Financial Management** (formerly FINA 4386) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. International financial markets and financial decision making in the global economy.

**4380: Real Estate Financial Analysis** (formerly FINA 4333) Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. Survey of real estate finance principles and analysis of current issues.
4390: Current Issues in Finance Cr. 3. (3-0). Prerequisites: FINA 3332 or equivalent, Disc 3331, ECON 2304, and junior standing. Selected key issues, financial innovations, and important new developments in finance.

Department of Management

Chair: James S. Phillips
Professors John M. Ivancevich, Robert T. Keller, J. Timothy McMahon, James S. Phillips, Joseph Pratt, Lane E. Sloan (Visiting), Andrew D. Szilagyi, Jr.
Associate Professors Roger N. Blakeney, Dennis Bozman, Richard S. DeFrank, Teri Elkins, Dale E. Rude, Steve Werner
Assistant Professors Barbara Carlin (Visiting), Abigail Hubbard (Clinical), Tyler Priest (Visiting), Ashleigh Shelby Rosette, Dustya Vera, William Walker (Clinical), Julie Welch (Visiting), Lori Whisenant (Clinical)

The Department of Management (MANA) offers a Bachelor of Business Administration degree with a concentration in management. This area is excellent preparation for students who wish to pursue graduate studies in administrative sciences or are interested in general management and management trainee positions. Elective courses in human resource management are available to those interested in this specialized area.

This concentration focuses on the behavior of individuals and groups within formal organizations, with particular emphasis upon the application of theory and research to management practice. Topics receiving primary emphasis include leadership and motivation, decision making, the adaptation of organizations to their environment, and the planning for and use of human resources in both the public and private sectors.

Requirements

Business majors must meet the business, non-business, and elective requirements for a baccalaureate degree as well as the following for a Bachelor of Business Administration degree with a concentration in management:

1. Select 18 semester hours from any 4000-level management electives.
2. Select six semester hours of approved advanced electives in business.

Courses: Management (MANA)

3335: Introduction to Organizational Behavior and Management Cr. 3. (3-0). Prerequisite: junior standing. Credit for both MANA 3335 and 3333:3334 cannot be applied toward a degree. General management functions and the role of individual, group, and organizational behavior in the management process.

3350: Introduction to the International Environment of Business Cr. 3. (3-0). Prerequisite: junior standing. Overview of economic, political, legal and social concepts, institutions, and events that affect the conduct of business in a global operating environment.

3399: Senior Honor Thesis Cr. 3 per semester. Prerequisites: approval of the department chair and the Bauer College’s Office of Undergraduate Business Programs.

4198:4298:4398: Special Problems Cr. 1-3 per semester. Prerequisites: senior standing and approval of chair.

4310: Behavioral Finance (also FINA 4310) Cr. 3. (3-0). Prerequisites: FINA 3332 and Disc 3331 or equivalents. Examination of individual decision behavior within a financial market context. Evaluation of psychological explanations for market movements and anomalies. Emphasis on the application of psychological principles to decision making behavior.

4330: Introduction to Human Resource Management Cr. 3. (3-0). Prerequisites: MANA 3335 and junior standing. A survey of personnel management and the utilization of human resources, including research and applications.

4331: Current Issues in Human Resource Management Cr. 3. (3-0). Prerequisites: MANA 3335 and junior standing. Topics of current interest and emerging issues in human resource management, including implication for research and applications.

4333: Current Issues in Management Cr. 3. (3-0). Prerequisites: MANA 3335 and junior standing. Analysis of current issues in management with an emphasis on problem solving, innovation, and organizational change.

4334: Industrial Relations Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Legal, strategic, and behavioral aspects of labor-management relations.

4335: Global Human Resource Management Cr. 3. (3-0). Prerequisites: MANA 4330 or equivalent and junior standing. Human resource management practices in global corporations.

4336: Legal Issues for Managers Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. State and federal laws that affect management behavior and organizational practices.

4337: Stress and Work Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Causes, impact, prevention, and management of stress in work settings.

4338: Performance Management Systems Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Performance measurement and management systems.

4339: Legal Issues for Human Resource Management Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. State and federal employment laws that affect human resource management practices and procedures.

4340: International Cross-Cultural Negotiations Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Bargaining situations, processes, and styles; comparisons across cultures and in the global business environment.

4341: Introduction to Organizational Change Cr. 3. (3-0). Prerequisites: MANA 3335 and junior standing. Processes of planned organizational change at the individual level with emphasis on design, intervention methods, and evaluation of change programs.

4342: Organizational Theory and Analysis Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Organizational structure, design, and processes that influence effectiveness, as well as their interface with the external environment.

4347: Ethics and Corporate Social Responsibility Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Role of ethics and social responsibility in the management of public and private sector organizations.

4349: Managerial Decision Making Cr. 3. (3-0). Prerequisites: MANA 3335, Disc 3331, and junior standing. Integration and application of administrative theory in the decision-making process.

4350: International Management Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Students may not receive credit for both MANA 4350 and Intr 4350. Managerial effectiveness and its implications for global organizations.

4353: Management Training and Career Development Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Practices and trends in training and development in organizations, including skills training, coaching and mentoring, leadership training, and motivational techniques.

4354: Issues in Equal Employment Opportunity Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and prior approval of instructor. Equal employment opportunity topics with emphasis on relevant federal and state government activities.
**4355: Selection and Staffing** Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Selection and staffing methods and practices in organizations, including evaluation of the impact of selection on individual and organizational performance.

**4356: Managing Diversity** Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. The effects of changing global worker demographics on the effective management of organizations.

**4358: Compensation Systems** Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Processes and decisions used to develop and implement systems in organizations, including effects on individual and organization performance.

**4361: Entrepreneurship and New Venture Creation** Cr. 3. (3-0). Prerequisites: MANA 3335 and junior standing. An overview of the history and concepts of entrepreneurship, including entrepreneurial behavior, new venture idea generation and evaluation, funding and legal issues, and business plan development.

**4362: Management of New and Small Businesses** Cr. 3. (3-0). Prerequisites: MANA 3335 and junior standing. Managerial aspects of operating small businesses, including start-up, growth, and transition; diversification, planning and control issues.

**4383: Business Policy** Cr. 3. (3-0). Prerequisites: senior standing and successful completion of all other Bachelor of Business Administration core courses except Mark 4377. Administrative processes under conditions of uncertainty, including integrating analysis and policy determinants at the overall management level.

**4385: Industry and Competitive Analysis** Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent, ECON 2304, and junior standing. Developing and understanding strategies for competing in various types of industry structures. Examination of corporate decisions by analysis of such issues as industry evolution, competitor profiles, and entry/exit barriers.

**4397: Selected Topics in Management** Cr. 3. (3-0). Prerequisites: junior standing and approval of chair or program director. May be repeated when topics vary.

### Department of Marketing and Entrepreneurship

**Chair:** Ed Blair

**Professors** Ed Blair, Steve Brown, Keith Cox, Betsy Gelb, James D. Hess, Herbert Lyon, Bette Ann Stead (Emeritus)

**Associate Professors** Michael Ahearne, Eli Jones, Partha Krishnamurthy

**Assistant Professors** Jacqueline J. Kacen (Visiting), John R. Karonika (Visiting), Adwait Khare, Steven F. Koch (Visiting), Jill M. Sundie, Niladri B. Syam, James R. Webb (Clinical), Rosalind Wyatt (Visiting)

**Marketing**

Courses in marketing (MARK) focus on various topics in the marketing of goods and services. Topics include how to conduct market research, how to analyze buyers, how to use customer databases, how to sell, how to manage selling operations, how to market in an international context, and how to formulate marketing strategies.

A marketing concentration is appropriate for students who plan careers in selling, sales management, retailing, or marketing staff functions such as advertising, market research, and general marketing management.

**Marketing with a Certificate in Professional Selling**

The Program for Excellence in Selling (PES) is one of only a few nationally recognized selling programs. PES is a certificate program that accepts students of all majors, allowing students who are selected for the program to continue studying in their majors while also broadening their presentation and selling skills. PES teaches students how to effectively sell products, services, and, most importantly, themselves and their ideas.

Students are awarded Professional Selling Certificates upon completion of a five-course sequence of sales and sales management courses: MARK 3337, MARK 4373, MARK 4376, MARK 4374, and MARK 4375. These courses may count toward degree requirements for Marketing majors, as advanced business electives for other majors within business, or toward a minor in sales.

Benefits of the program include a bi-annual sales mixer, job placement, and an alumni association. The sales mixer is planned, sold, and run by students in the program. Some of Houston’s most prestigious companies attend this function to hire the best-trained sales professionals in the industry. In addition, positions are posted daily in the program office. The alumni association for PES grows every year, providing an ideal situation for sales students to network among themselves.

For further details on requirements, benefits, and admission to the program, consult the program website, www.bauer.uh.edu/pes/index.html, or call 713-743-4746.

**Entrepreneurship**

Courses in entrepreneurship (ENTR) provide students with information regarding all aspects of entrepreneurship. Specific topics include revenue estimation, cost budgeting, capitalization and funding, and the development and implementation of the business plan.

The major career objectives are to have entrepreneur students capable of starting their own businesses, or going to work for an existing entrepreneur.

Of special importance to entrepreneur majors is the Center for Entrepreneurship and Innovation (CEI). The mission of the CEI is to organize and expand the knowledge and practice of entrepreneurship. CEI combines academic rigor with practical experience to provide the foundation needed to develop and manage business enterprises in a rapidly changing business environment. Utilizing the concept of team teaching, guest lecturers and intensive mentor programs, the center has formalized a “real-life, hands-on” learning approach that is changing the way America looks at entrepreneurship education.

**Requirements**

Business majors must meet the business, non-business, and elective requirements for a baccalaureate degree as well as the following for a Bachelor of Business Administration degree:

**Marketing (24 semester hours)**

1. Complete MARK 3337. (Students with a Marketing major or minor who take MARK 3337 to meet the Business and Professional Communication requirement for the B.B.A. must take an additional three-hour Marketing course.)
2. Select 15 semester hours of senior level marketing electives approved by the chair of the department.
3. Select six semester hours of approved advanced electives in business.

**Entrepreneurship (24 semester hours)**
1. Complete ENTR 3310, 4320, 4330, 4340, 4350, and 4360.
2. Select six semester hours of approved advanced electives in business.

**Courses: Marketing (MARK)**

3336: *Elements of Marketing Administration* Cr. 3, (3-0). Prerequisite: junior standing. Marketing orientation of the political, social, legal, and economic environments. Development of marketing programs incorporating these perspectives. Formulation of strategies for the design, pricing, channels, and promotion of products/services.

3337: *Professional Selling* Cr. 3, (3-0). Prerequisite: junior standing. Basic concepts of selling.

3399/4399: *Senior Honor Thesis* Cr. 3 per semester. Prerequisites: approval of department chair and Bauer College’s Office of Undergraduate Business Programs.

4179: *Call Center Laboratory* Cr. 1. (0-3). Prerequisite: MARK 3337. Laboratory instruction in call center operation.

4198/4298/4398: *Special Problems* Cr. 1-3 per semester. Prerequisites: junior standing and approval of chair.

4338: *Information for Marketing Decisions* Cr. 3, (3-0). Prerequisites: Disc 3331 or equivalent and MARK 3336. Overview of research methods and major information needs in marketing decisions.

4339: *Database Marketing* Cr. 3, (3-0). Prerequisite: Disc 3331 and MARK 3336. Use of database information to guide marketing decisions.

4362: *Applied Buyer Behavior* Cr. 3, (3-0). Prerequisite: MARK 3336. The application of buyer behavior in the execution of marketing strategy.

4363: *International Marketing* Cr. 3, (3-0). Prerequisite: MARK 3336. Concepts and strategies in international marketing.

4365: *Electronic Commerce* Cr. 3, (3-0). Prerequisite: MARK 3336. Models, issues, theories, and Internet resources related to electronic commerce.


4367: *Advertising and Promotion Management* Cr. 3, (3-0). Prerequisite: MARK 3336. Concepts and problems in advertising decisions.

4372: *Services Marketing* Cr. 3, (3-0). Prerequisite: MARK 3336. Marketing services. Service quality effects on firm performance. Integration of perspectives of top management, marketing, operations, and human resource management.

4373: *Advanced Professional Selling* Cr. 3, (3-0). Prerequisites: MARK 3337 and approval of coordinator. Advanced selling including negotiation skills and buying behavior.

4374: *Sales Management* Cr. 3, (3-0). Prerequisites: MARK 3337 and approval of coordinator. Managing sales personnel, defining sales territories, sales forecasting, and budgeting issues.

4375: *Key Account Selling* Cr. 3, (3-0). Prerequisites: MARK 3337 and approval of coordinator. Selling to key accounts and complex enterprises. Account segmentation, strategic account plans, and the complex sales cycle.

4376: *Sales Force Automation* Cr. 3, (3-0). Prerequisites: MARK 3337 or Disc 3376 and approval of coordinator. Systems and software used to support and enhance selling and sales management.

4389: *Marketing Strategy* Cr. 3, (3-0). Prerequisite: MARK 3336. Selling products and services to business and consumer markets.

4390: *Marketing for Nonprofit Organizations* Cr. 3, (3-0). Prerequisite: MARK 3336. Marketing for nonprofit organizations that are both mission and market driven. Taught as a practicum involving projects for nonprofit organizations.

4397: *Selected Topics in Marketing* Cr. 3, (3-0). Prerequisites: junior standing and approval of chair or program director. May be repeated when topics vary.

**Courses: Entrepreneurship (ENTR)**

3310: *Introduction to Entrepreneurship* Cr. 3, (3-0). Prerequisite: junior standing. An overview of entrepreneurship, including innovation, business opportunities, and concept generation and development.

3312: *Intrapreneurship* Cr. 3, (3-0). Prerequisite: junior standing. Entrepreneurial activities within an existing organization.

4320: *Entrepreneurial Revenue* Cr. 3, (3-0). Prerequisites: ENTR 3310 and approval of entrepreneur coordinator. Revenue projections for business, with pricing and marketing strategies.

4330: *Entrepreneurial Costs and Budgets* Cr. 3, (3-0). Prerequisites: ENTR 3310 and approval of entrepreneur coordinator. Cost research and relationships between income, balance sheets, cash flow, capital budgets, and operating budget statements.

4340: *Entrepreneurial Organizations, Capitalization, and Funding* Cr. 3, (3-0). Prerequisites: ENTR 3310 and approval of entrepreneur coordinator. Concepts and issues in legal forms of organizations, capitalization choices, and sources of funding.


4397: *Selected Topics in Entrepreneurship* Cr. 3, (3-0). Prerequisites: junior standing and approval of chair or program director. May be repeated when topics vary.

4398: *Special Problems in Entrepreneurship* Cr. 3, (3-0). Prerequisites: junior standing and approval of chair.

The Bauer College of Business also offers the following courses that are not specific to departments.

**Courses: General Business Administration (GENB)**

1001: *Bauer Experience* Cr. 0. Prerequisite: pre-business major. Introduction to the business program, majors, and career opportunities.

3301: *Effectiveness Skills* Cr. 3, (3-0). Prerequisites: junior standing. Personal effectiveness skills in business. Topics include effective written communication, effective presentations, listening skills, selling ideas and products, negotiation, networking, learning, and leadership.

4320: *Commercial Law* Cr. 3, (3-0). Prerequisite: junior standing. Application of basic legal principles to contracts, sales, insurance, commercial paper, agency, business organizations, real property, personal property, trade regulation, secured transactions, and bankruptcy.

4350: *Business Law and Ethics* Cr. 3, (3-0). Prerequisite: junior standing. An examination of basic commercial laws surrounding business transactions and the ethical aspects of organizational decision-making within these contexts. Topics include common law and UCC contracts, business organizations, security regulations, property transactions, and negotiable instruments.

4396: *Business Internship* Cr. 3. Prerequisites: junior standing and approval of department chair. Enhancement of concepts and techniques learned in the classroom. Written report required.
Courses: International Business (Intn)

3350: Introduction to International Business Cr. 3. (3-0). Prerequisite: junior standing. Students who do not receive credit for both MANA 3350 and INTB 3350. Overview of economic, political, legal, and social concepts, institutions, and events that affect the conduct of business in a global operating environment.

3351: History of Globalization Cr. 3. (3-0). Prerequisite: junior standing. An examination of the historical roots of modern day globalization, focusing on the changing world economy and its political and cultural effects in the nineteenth and twentieth centuries.

3352: The Politics of Globalization Cr. 3. (3-0). Prerequisite: junior standing. Examination of current political dimensions of globalization, emphasizing changing notions of state sovereignty, the emergency of nonstate actors, and the expansion of world organizations based on international law.

3353: The Economics of Globalization Cr. 3. (3-0). Prerequisite: junior standing. Analysis of modern day economic globalization, focusing on capital market integration and its effects on economic growth and development, income inequality, and labor markets.

3364: International Business Processes and Institutions Cr. 3. (3-0). Prerequisite: junior standing. Historical and institutional bases for international trade and economic policy. Organization and operation of international business; competition.

4198/4398: Special Problems Cr. 1-3 per semester. Prerequisites: junior standing, a minimum of three semester hours in international business, and approval of the chair.

4350: International Management Cr. 3. (3-0). Prerequisites: MANA 3335 or equivalent and junior standing. Students may not receive credit for both MANA 4350 and INTB 4350. Managerial effectiveness and its implications for global organizations.

4365: Foreign Area Analysis Cr. 3. (3-0). Prerequisites: junior standing and completion of all pre-business courses (freshman-sophomore B.B.A. requirements) or approval of the Bauer College’s Office of Undergraduate Business Programs. Regional factors which influence the business environment. Region studied may vary.

4397: Selected Topics in International Business Cr. 3. Prerequisites: junior standing and approval of chair or program director. May be repeated for credit when topics vary.

American Humanics Certification in Nonprofit Management

The Bauer College of Business and the American Humanics Program in the Graduate School of Social Work have partnered to develop a specific undergraduate curriculum which utilizes B.B.A. degree requirements to prepare students to apply for national Certification in Nonprofit Management.

Course Requirements for B.B.A. students seeking American Humanics Certification:

1. **Child and Adult Development (choose 1)**
   - PSYC 1300. Introduction to Psychology
   - SOC 1300. Introduction to Sociology

2. **Historical and Philosophical Foundations**
   - SOC 3318. Introduction to Social Work and Social Services

Choose 2 of the following 3 options:

3. **Nonprofit Accounting & Financial Management**
   - ACCT 4377/7378. Government & Nonprofit Accounting

4. **General Nonprofit Management**
   - SOCW 3354. Nonprofit Management

5. **Nonprofit Marketing**

Mark 4397. Nonprofit Marketing

Mark 4398. Special Problems (if Mark 4397 not offered)

Additional workshops, noncredit classes, internships, and experiential skill building sessions are required for the American Humanics Certification. See the Special Programs and Opportunities section of this catalog for further details or contact the AH office at 713-743-8137.

Minors in International Area Studies

The Bauer College of Business offers five minors in International Area Studies, each focusing on one region of the world. This minor is not required of business majors, but is an option for students who would like more breadth in the historical, economic, political, social and cultural environment of business. These minors are also open to non-business majors. These minors require 18 hours of coursework.

Business majors may count the twelve semester credit hours of the Global Studies sequence, required for the B.B.A., INTB 3350 (formerly MANA 3350), 3351, 3352, and 3353 toward any of the International Area Studies minors. Students interested in a minor in one of the International Area Studies should contact the Office of Undergraduate Business Programs in the Bauer College of Business. Petitions for waivers and/or substitutions must be approved by the director of Global Studies in the Bauer College of Business.

For each of the International Area Studies minors, students must complete a minimum of 18 semester hours of work in the minor field, of which 12 must be advanced and 12 must be taken in residence at UH. A minimum of six hours must focus specifically on the region selected. At least nine of the advanced 12 hours must be taken in residence. Students must earn a 2.00 minimum cumulative grade point average on courses attempted in the minor at UH. Except for INTB courses, no more than nine hours of course work from one department shall be applied to the minor.

For a current listing of courses approved for the International Area Studies minors, consult the Office of Undergraduate Business Programs, 262 Melcher Hall.

African Studies

Students minoring in African Studies may select courses from the following:

- AAS 2322. Introduction to African Religions and Philosophy
- ANTH 2302. Introduction to Cultural Anthropology
- ECON 3351. Economics of Development
- ECON 3353. Economic Development of Africa
- ECON 4368. International Monetary Economics
- ECON 4370. International Trade
- GEOG 2340. World Realms
- HIST 3375. The CIA in the Third World
- HIST 3379. World Civilizations to c.e. 1500
- HIST 3380. World Civilization Since c.e. 1500
- HIST 3381. African Civilization to 1750
- HIST 3382. African Civilization Since 1750
- HIST 3383. World Revolutions
- HIST 4386. Africa From 1945 to the Present
Students minoring in European Studies may select courses from the following:

**Courses from the following:**

- HIST 3351. History of Globalization
- ECON 3355. Economic Development of Asia
- ECON 4368. International Monetary Economics
- ECON 4370. International Trade
- GEOG 2340. World Realms
- HIST 3322. The Vietnam War
- HIST 3375. The CIA in the Third World
- HIST 3378. Modern Middle East
- HIST 3379. World Civilizations to c.e. 1500
- HIST 3380. World Civilization Since c.e. 1500
- HIST 3383. World Revolutions
- HIST 3395. Selected Topics in European History
- HIST 4334. The Reformation in Europe
- HIST 4346. Tudor England, 1485-1603
- HIST 4347. Stuart England, 1603-1714
- HIST 4348. Social History of Early Modern England
- INTB 3350. International Business
- INTB 3351. History of Globalization
- INTB 3352. Politics of Globalization
- INTB 3353. Economics of Globalization
- MSCI 4310:4320. Advanced Military Science
- POLS 3311. Introduction to Comparative Politics
- POLS 3313. Introduction to International Relations
- POLS 3326. Government and Politics in the Middle East
- POLS 3328. Politics of the Developing Areas
- POLS 3330. Comparative Political Economy
- RELS 3350. Islam

**Asian Studies**

Students minoring in Asian Studies may select courses from the following:

- ANTH 2302. Introduction to Cultural Anthropology
- CHNS 3350. Chinese Culture through Films
- CUST 4300. Asian American Cultures
- ECON 3351. Economics of Development
- ECON 3355. Economic Development of Asia
- ECON 4368. International Monetary Economics
- ECON 4370. International Trade
- GEOG 2340. World Realms
- HIST 3322. The Vietnam War
- HIST 3375. The CIA in the Third World
- HIST 3378. Modern Middle East
- HIST 3379. World Civilizations to c.e. 1500
- HIST 3380. World Civilization Since c.e. 1500
- HIST 3383. World Revolutions
- HIST 3395. Selected Topics in European History
- HIST 4334. The Reformation in Europe
- HIST 4346. Tudor England, 1485-1603
- HIST 4347. Stuart England, 1603-1714
- HIST 4348. Social History of Early Modern England
- INTB 3350. International Business
- INTB 3351. History of Globalization
- INTB 3352. Politics of Globalization
- INTB 3353. Economics of Globalization
- MSCI 4310:4320. Advanced Military Science
- POLS 3311. Introduction to Comparative Politics
- POLS 3313. Introduction to International Relations
- POLS 3320. Government and Politics in Great Britain
- POLS 3324. Government and Politics in Contemporary Germany
- POLS 3325. Government and Politics of Russia and the Commonwealth
- POLS 3329. The Nations of Europe
- POLS 3330. Comparative Political Economy
- POLS 3337. Nationalism and Nationality
- POLS 3338. French Politics
- POLS 3341. Political Thought From Machiavelli and the Renaissance
- POLS 4329. European Union Politics
- POLS 4336. Mediterranean Politics

**Latin American Studies**

Students minoring in Latin American Studies may select courses from the following:

- ANTH 3300. The Americas: Identity, Culture, and Power
- ANTH 2302. Introduction to Cultural Anthropology
- ANTH 3324. Peoples and Cultures of Central America
- ECON 3351. Economics of Development
- ECON 4368. International Monetary Economics
- ECON 4370. International Trade
- GEOG 2340. World Realms
- HIST 2371. Latin America 1492-1820
- HIST 2372. Latin America Since 1820
- HIST 3369. Colonial Mexico
- HIST 3373. The U.S. in Mexico Since 1865
- HIST 3374. History of Brazil
- HIST 3375. The CIA in the Third World
- HIST 3376. Caribbean History
- HIST 3379. World Civilizations to c.e. 1500
- HIST 3380. World Civilization Since c.e. 1500
- HIST 3383. World Revolutions
- HIST 3396. Selected Topics in Latin American History
- HIST 4365. Women in Latin America
- HIST 4369. Modern Mexico, 1810 to Present
HIST 4370. The U.S. and Mexico
HIST 4375. Religions in Modern Latin America
HIST 4396. Selected Topics in Latin American History
INTB 3350. International Business
INTB 3351. History of Globalization
INTB 3352. Politics of Globalization
INTB 3353. Economics of Globalization
MSCI 4310:4320. Advanced Military Science
POLS 3311. Introduction to Comparative Politics
POLS 3313. Introduction to International Relations
POLS 3322. Introduction to Latin American Politics
POLS 3328. Politics of the Developing Areas
SPAN 3341. The Language of Business and Trade (taught in Spanish)
SPAN 3342. Cross-Cultural Business Contexts: U.S./Latin America (taught in Spanish)
SPAN 3374. Spanish American Culture and Civilization (taught in Spanish)
SPAN 4341. Advanced Business Spanish (taught in Spanish)

**Russian Studies**

Students minoring in Russian Studies may select courses from the following:

ANTH 2302. Introduction to Cultural Anthropology
ECON 3340. Comparative Economic Systems
ECON 3341. Russian and Soviet Economic Development and Transformation
ECON 3351. Economics of Development
ECON 4368. International Monetary Economics
ECON 4370. International Trade
GEOG 2340. World Realms
GEOG 3327. Political Geography of Russia and the Commonwealth
HIST 2353. Western Civilization From 1450
HIST 3347. Comparative European Revolutions - English, French, and Russian
HIST 3379. World Civilizations to c.e 1500
HIST 3380. World Civilization Since c.e. 1500
HIST 3395. Selected Topic: History of the Tsars
INTB 3350. International Business
INTB 3351. History of Globalization
INTB 3352. Politics of Globalization
INTB 3353. Economics of Globalization
MSCI 4310:4320. Advanced Military Science
POLS 3311. Introduction to Comparative Politics
POLS 3313. Introduction to International Relations
POLS 3325. Government and Politics of Russia and the Commonwealth
POLS 3327. Political Geography of Russia and the Commonwealth
POLS 3332. Soviet and Russian Foreign Policy
RUS 2303. A Survey of Russian Literature in English I
RUS 2304. A Survey of Russian Literature in English II

**Minors in Business Administration**

**Objectives and Admission to the Minor**

The minor program is designed to provide undergraduate students with a conceptual foundation in business administration.

Non-business majors seeking minors in business administration must have the same grade point average requirements as students changing their major to pre-business at the time of filing for a minor. Students will not be permitted to register for any of the required upper division business administration courses until all prerequisites have been completed.

Minors are available for non-business majors in accounting, finance, management, management information systems, marketing, sales, and business administration. Minors are available for business majors in accounting, finance, management, management information systems, marketing, and sales.

**General Requirements for Minors**

Students must complete at least 9 semester hours in advanced business administration courses (see specific requirements for each minor).

**Accounting Minor**

**Prerequisites:**

ACCT 2331: Accounting Principles I–Financial and
DISC 2373: Introduction to Computers and Management Information Systems

**Required Courses:**

ACCT 2332: Accounting Principles II–Managerial
ACCT 3367: Intermediate Accounting I
ACCT 3368: Intermediate Accounting II
ACCT 3371: Accounting Information Systems
Three hours of advanced accounting electives

**Finance Minor**

**Prerequisites:**

MATH 1313: Finite Mathematics With Application and
MATH 1314: Calculus for Business and the Life Sciences
ACCT 2331: Accounting Principles I–Financial
ECON 2304: Microeconomics
DISC 3331: Statistical Analysis for Business Applications I

**Required Courses:**

FINA 3332: Principles of Financial Management
Twelve hours of advanced finance electives

**Management Minor**

**Prerequisites:**

Junior standing

**Required Courses:**

MANA 3335: Introduction to Organizational Behavior and Management
Twelve hours of advanced management electives

**Management Information Systems Minor**

**Prerequisites:**

ACCT 2331: Accounting Principles I–Financial and
ACCT 2332: Accounting Principles II–Managerial
DISC 2373: Introduction to Computers and Management Information Systems or COSE 2410: Computer Organization and Programming

**Required Courses:**

DISC 3369: Introduction to Management Information Systems
DISC 3370: Information Systems Development Tools
DISC 3371: Transaction Processing Systems I
Disc 3376: Business Database Management Systems
Disc 4370: System Analysis and Design

Marketing Minor

Prerequisites:
Junior standing

Required Courses:
(Marketing majors who take MARK 3337 to meet the Business and Professional Communication requirement for the B.B.A. must take an additional three-hour Marketing course.)
MARK 3336: Principles of Marketing Administration
MARK 3337: Professional Selling
Nine hours of advanced marketing electives

Sales Minor

Prerequisites: Junior Standing
(4000-level courses require acceptance into the Program for Excellence in Selling)

Required Courses
(marketing majors who take MARK 3337 to meet the Business and Professional Communication requirement for the B.B.A. must take an additional three-hour Marketing course approved by the PES.)
MARK 3336: Elements of Marketing Administration
MARK 3337: Professional Selling
MARK 4373: Advanced Professional Selling
MARK 4374: Sales Management
MARK 4376: Sales Force Automation

Business Administration Minor (for non-business majors only)

Required Courses
ACCT 2331: Accounting Principles I—Financial
ACCT 2332: Accounting Principles II—Managerial
Three of the following four courses:
FINA 3332: Principles of Financial Management
MANA 3335: Introduction to Organizational Behavior and Management
MARK 3336: Elements of Marketing Administration
Disc 3301: Service and Manufacturing Operations

Academic Guidelines
Students are advised to read the Regulations and Requirements section of the catalog for general guidelines regarding academic policies and graduation requirements. Of additional note for business majors are the following:

Transfer of Credit
Students transferring into the Bauer College’s Undergraduate Program who receive elective rather than specific course-designated credit from the University of Houston Office of Transfer Admissions for courses taken at other schools may submit petitions, along with appropriate documentation, to the Office of Undergraduate Business Programs for departmental evaluation.

Once a student has been admitted to the University of Houston Bauer College of Business, all subsequent business courses must be completed in the University of Houston Bauer College of Business. Students requesting exceptions from this policy must obtain written permission in advance from the Office of Undergraduate Business Programs. No such approval will be given for students who are within 30 hours of graduation as stated in university policy.

Degree Progress and Filing a Degree Plan
Pre-business majors are expected to complete university core and pre-business courses during their freshman and sophomore years. Junior standing, or at least 45 hours for students in a mixed program, and completion of all specific course prerequisites and corequisites are required before students may take 3000-level business courses. A mixed program is a one-semester transition in which pre-business students who are not yet juniors but have completed at least 45 hours may take upper level business courses to have a full course load, as long as they meet specific course prerequisites/corequisites and qualify to file a degree plan at the end of that semester.

In order to declare a specific area of concentration and file a major degree plan (and for business majors to file a business minor), students must (1) be a pre-business major with a 2.5 cumulative grade point average at the University of Houston, (2) have completed 6 hours of Communication, the U.S. History and American Government requirements, 6 hours of Natural Sciences, and PSYC 1300 or Soc 1300 (core courses for the Humanities, the Visual/Performing Arts, and the Social/Behavioral Sciences-Writing Intensive requirements may be completed after students file a degree plan), (3) complete all pre-business courses (MATH 1313 and 1314, ECON 2304 and 2305, ACCT 2331 and 2332, and Disc 3373) with a minimum grade of C in each of these courses taken at the University of Houston, (4) pass the business writing proficiency exam, and (5) complete the noncredit Bauer Experience business and career preparation course. Students are expected to file a degree plan through the Office of Undergraduate Business Programs, 262 Melcher Hall, as soon as the student has completed 60 credit hours.

Special Problems (Independent Study) Courses
Special problems (independent study) courses are available to juniors and seniors with the approval of the department chair and the Office of Undergraduate Business Programs. To take a special problems course, the student must first obtain a general petition from the Office of Undergraduate Business Programs, 262 Melcher Hall, complete the form, and have it signed by the faculty member who will be supervising the course and the department chair. The petition must include a description of the course and indicate whether the course will be for one, two, or three semester hours of credit. The signed petition form must be returned to the Office of Undergraduate Business Programs at least two weeks prior to the registration or add/drop period of the semester in which the course will be taken in order to assign a section number, which is required for registration. Students who do not officially register for special problems courses will not receive credit for them.

No more than six semester hours of special problems courses may count toward the business administration degree plan; only three of these hours may be in the student’s area of concentration. The other three
semester hours of special problems course work may count as elective credit. It is the student’s responsibility to seek a faculty member to help design the special problems course and supervise it.

**Prerequisites and Corequisites**

Prerequisites and corequisites as specified under the business course listings are strictly enforced by the Bauer College of Business. A current listing of prerequisites and corequisites is available in the Office of Undergraduate Business Programs, 262 Melcher Hall. International students, postbaccalaureate students, and returning students should check with the Office of Undergraduate Business Programs before classes begin to insure that completed prerequisites have been automated. Students who have taken prerequisites at other schools should make sure those courses are transferred and evaluated by the Office of Transfer Admissions, and if necessary, evaluated by petition by Departments, before classes begin. In addition to specific course prerequisites and corequisites, completion of the Texas Higher Education Assessment (THEA), junior standing (or a minimum of 45 hours in a mixed program), and a minimum 2.00 grade point average at the University of Houston are required to take upper-level business courses. Students who drop a corequisite course are subject to be dropped from the courses that require that course as a corequisite.

**Repeated Enrollment**

Students may not repeat an upper-level business course more than three times, including W, F, and I grades, without permission from the Office of Undergraduate Business Programs.

**Residency Requirements**

The last 30 semester hours of a bachelor’s degree must be completed in residence. A residency requirement of 12 semester hours of advanced accounting course work is required for the accounting area of concentration. Twelve semester hours of advanced MIS course work in residence are required for the MIS area of concentration. In the remaining areas of concentration, nine semester hours of advanced course work in residence are required.

**Probation or Suspension**

Business majors in their junior or senior year who are suspended from the University of Houston are permanently suspended from the Bauer College of Business.

**Business Majors with Double Concentrations or Minors in Business**

Business majors with a double concentration in business can count hours taken in the second area of concentration or in the minor toward the advanced business electives required for the first area of concentration or toward junior level advanced business elective requirements.

**Support Services and Supplementary Requirements**

The Bauer College of Business provides services to help business students plan their education and career, and finance the cost of their education through scholarships. Computer support services are available through state-of-the-art computer labs.

**The Office of Undergraduate Business Programs**

The Office of Undergraduate Business Programs, located in 262 Melcher Hall, is committed to providing quality administrative, registration and advising services to currently enrolled and prospective students of the college. The office also maintains information for students interested in study abroad possibilities. Current and prospective students may contact the office for information and academic advising, at 713-743-4900 (phone), 713-743-4942 (fax), or bba@uh.edu (e-mail).

**The Bauer Experience.** The Bauer Experience is an orientation, evaluation, retention, and assessment program for all degree-seeking pre-business majors. This college program is mandatory, and has a required fee assessed of all newly admitted business students their first semester as a pre-business major.

The Bauer Experience program is administered by the Office of Undergraduate Business Programs in partnership with the Elizabeth D. Rockwell Career Services Center, the UH Writing Center, and other campus student service centers such as the Learning Support Services Center. Oversight of the program is provided by the Bauer Experience Advisory Board. The Advisory Board is composed of one business faculty representative from each department in the Bauer College, the director of Undergraduate Business Programs, the director of the Career Services Center, and a student representative and an alumni representative, both selected annually by the Advisory Board.

Minimum requirements of the Bauer Experience include the following:

- Completion of a three-part course offered on a noncredit basis: (1) an introduction to Bauer College, (2) an introduction to the business process and functional areas, and (3) an introduction to business careers. This course is offered primarily online, developed in partnership with the Bauer Experience Advisory Board. Online material is supplemented by required academic advising and career counseling workshops. Optional activities include a new student reception, corporate site visits, supplemental workshops, and special speakers. Faculty on the Advisory Board have final determination of the minimum requirements of the course and criteria for satisfactory completion of the course. Part I, an introduction to Bauer College, is designed to acquaint students with academic policies, degree programs and requirements, and to assist in major and career selection, and career preparation. Part II, an introduction to the business process and functional areas, gives students a broad understanding of the business disciplines. Part III, professional development and an introduction to business careers, acquaints students with professional practices and the various business careers within the disciplines, thereby helping students to select appropriate majors early on in their academic programs and be better prepared for their careers. An understanding of what B.B.A. graduates in a particular discipline can expect in certain types of companies is important to shape expectations, and to help stu-
Students package their portfolio of courses and skill sets accordingly. Students are required to successfully complete Part I prior to registration for their second semester as a pre-business major so that it can serve as an effective introduction to the business program early in their career, and Parts II and III prior to filing a degree plan during the junior year.

- A passing score on a business writing proficiency exam prior to filing a degree plan. The prerequisite to take the exam is successful completion of ENGL 1303 and 1304 or equivalent. Students who do not pass the essay may retake it once per semester, for a limit of three attempts, and only after completion of designated wiring tutorials through the UH Writing Center or other appropriate preparation. Criteria for a passing score on the exam or alternative assessment scores are determined by the faculty on the Bauer Experience Advisory Board. Evaluation of the exam is done by the UH Writing Center.

- A minimum of 2.5 cumulative GPA at UH each semester as a pre-business major. Pre-business majors with a cumulative GPA at UH below a 2.5 GPA are placed on College Academic Notice. College Academic Notice is a warning that a student does not meet the minimum GPA required to file a degree plan, and a recommendation to participate in academic learning support programs.

**Bauer Business Honors Program.** Launched in Fall 2002, the Bauer Business Honors Program is a university honors program created especially for business students. It provides outstanding academic benefits such as a complete offering of sophomore- and junior level business honors courses, and the opportunity to write a senior honors thesis. In addition, the program provides students with a sense of community by keeping them connected to honors information, and through hosting a number of academic and social events for Bauer honors students.

Business students with membership in the Honors College must complete eighteen hours of business honors credit as follows: all students must complete Disc 3301H, which satisfies the Honors College requirement for completion of an upper-division Honors Colloquium. All students must also complete three (nine semester credit hours) of the following honors course sections: MARK 3336H, FINA 3332H, MANA 3335H, and INTR 3350H (formerly MANA 3350H). Requirements for the remaining six hours of business honors credit depend on the major. Accounting majors must take ACCT 2331H and 2332H. Other majors have two options. To graduate with “University Honors and Honors in Major,” the student must complete a senior honors thesis for six hours of honors credit. The alternative is to complete to additional upper-division business courses for honors credit. These courses may be selected from available honors designated courses or students may petition selected courses for honors credit through the Honors College.

For further information on the Bauer Business Honors Program, course requirements and scheduling of classes, see [www.bauer.uh.edu/bauerhonors/index.html](http://www.bauer.uh.edu/bauerhonors/index.html).

**Scholarships.** All undergraduate students accepted into the Bauer College of Business are eligible to apply for the Bauer College of Business Scholarships. Every Bauer College of Business undergraduate student is encouraged to apply, including current students, freshmen, transfer, and international students.

The Bauer College of Business Scholarship program awards over $1 million in scholarships to more than 450 deserving Bauer College of Business majors. Bauer College of Business scholarships range from $500–$6000 and are competitively awarded by the Bauer College of Business Scholarship Committee. Some Bauer College of Business Scholarships are based on academic merit, some are based on financial need, and some are based on a combination of merit and financial need. The specific criteria for each scholarship are established by the scholarship donor and the College.

UH Business majors need only complete one Bauer College of Business Scholarship application form to be considered for all the Bauer College of Business Scholarships for which they qualify. The application deadline is March 1 for awards for the following academic year (Fall/Spring). Late applications will be accepted but will only be considered if there are awards remaining after the initial review.

Bauer College of Business Scholarship information and web-based application forms are available on-line at [www.bauer.uh.edu](http://www.bauer.uh.edu) or by contacting the Bauer College of Business Scholarship Office, University of Houston, 334 Melcher Hall, Houston, TX 77204-6021. Additional information, including scholarship criteria, donors, study abroad scholarships, information on other scholarship and financial aid opportunities, may also be found on the Bauer College of Business Scholarship web pages.

The **Elizabeth D. Rockwell Career Services Center** actively provides business students and alumni with the information, ideas, and practical skills necessary to obtain a satisfying career in today’s competitive marketplace. The center hosts workshops and individual counseling sessions to teach students job search skills and introduces them, through events and presentations, to various companies and business opportunities.

Through a partnership with the University Career Services office, students from Bauer College will be able to take care of all their career related needs via a one-stop career services office. From shared technology (job listings and resume bank) to the offering of key seminars at Melcher Hall (such as the Campus Recruiting Workshop), this partnership will facilitate the consolidation of resources (including on-campus interviews and resume database) and expand available services to students. Students are encouraged to stop by and talk to the staff about any career development and job search issues via an appointment time or during daily walk-in hours. For further information, please contact the center at 713-743-4590 (phone), 713-743-4591 (fax) or via e-mail at bauercareers@uh.edu, or visit the college’s website.
at www.bauer.uh.edu.
Research and Instructional Computing Services (RICS) offers student computing labs for use in completing course assignments and obtaining hands-on experience with technology mirroring today’s business environments. The state-of-the-art labs provide Bauer students with the latest software and access to a color laser printer and scanner. RICS offers wireless network service throughout Melcher Hall, providing mobile connectivity to the Internet and laser printers. Students must have a laptop to access this wireless network.

Professional and Honorary Societies
Business and professional student organizations round out the opportunities students have to prepare for their careers. For more detailed information on student organizations please visit www.bauer.uh.edu/students/orgs/index.html.

Presidents’ Council is the coordinating group for organizations in the Bauer College of Business. The Accounting Society provides all business students opportunities to network with their peers and accounting professionals through professional and social activities.

AIESEC (French acronym for the International Association of Students in Economics and Management) promotes international understanding and cultural awareness. The international organization develops internships abroad for University of Houston students as well as internships in Houston for students from foreign universities. AIESEC is open to all UH students.

Alpha Kappa Psi is the oldest professional business fraternity in American and the newest here at the University of Houston. Since 1904, Alpha Kappa Psi has been developing well-trained, ethical, skilled, resourceful, experienced business leaders, and our chapter offers opportunities for students to be part of history as we create new traditions of excellence. AKPsi is dedicated to the ideas of BLUE: Brotherhood, Leadership, Unity, and Education through professional, service, and social events.

The American Marketing Association (AMA) is open to all students interested in marketing. Through involvement in AMA, members prepare for marketing careers as well as inform and involve themselves with marketing professionals.

APICS - The Educational Society for Resource Management is a not-for-profit international organization offering a full range of programs and materials on the latest business management concepts and techniques. Membership in APICS is designed to help students establish a competitive edge before they graduate by offering various educational, networking and professional opportunities.

Beta Alpha Psi, the national honor society in accounting, promotes scholastic and professional responsibility.

Beta Gamma Sigma is the AACSB national scholastic honorary society for students of business and management.

Bauer College Ambassadors is a select group of leaders committed not only to support the Bauer College of Business events and activities through volunteer efforts, but also to promote the professional and personal development of its members. Membership is open to all business majors.

Bauer College Frontier Fiesta is an organization dedicated to the promotion of networking among current students and alumni through an annual celebration in the spring called Frontier Fiesta.

Business Marketing Association is the premier business-to-business marketing organization at the University of Houston. Though internship, scholarship, and networking opportunities, BMA members prepare for careers in the business-to-business sector of the marketing industry.

Delta Sigma Pi, an international co-ed professional business fraternity, brings students of business administration together in professional and social activities while creating fraternal friendships that will continue into the business world.

The Entrepreneur Group serves as a forum for students to meet local and national entrepreneurs, providing opportunities to learn more about starting and owning a business.

The Finance Organization is open to all students who have an interest in the field of finance, providing its members with career information, opportunities to network with finance professionals, and updates on current finance issues.

Gamma Iota Sigma encourages, establishes and enhances the professionalism of students in the Risk Management, Insurance, and Actuarial Science majors. Our goal is to prepare our members for quality employment opportunities in the risk management, insurance, and actuarial fields. As a fraternal organization, we strive to build a sense of community and cohesion among members while improving their career opportunities through increased knowledge of the industry. In addition, we aim to prepare our members to interact comfortably with industry leaders and form contacts that will serve them throughout their career.

The Hispanic Business Students Association (HBSA) is a professional business organization founded to promote and enhance the advancement of Hispanic students entering careers in business.

Management Information Systems Student Organization (MISSO) provides students interested in MIS with greater exposure to a variety of data processing environments and establishes a forum for discussion among its members and the business community.

Mu Iota Sigma is an honor society for management information systems students which gives recognition and encouragement to scholastic and professional excellence in the field of MIS.

The National Association of Black Accountants (NABA) is a national association dedicated to uniting accountants and accounting students with similar interests and ideals who are committed to professional
and academic excellence, possess a sense of professional and civic responsibility, and are concerned with enhancing opportunities for minorities in the accounting and business professions.

The Society for Human Resource Management (SHRM) is the world’s largest association devoted to human resource management. The UH chapter, founded in 2004, joins more than 185,000 national members and 500 affiliated chapters within the United States to support the Society’s mission to serve the needs of HR professionals by providing the most essential and comprehensive resources available.