Accounting

Eligibility for enrollment in most upper division School of Business courses (300-400 levels) is restricted to juniors, seniors and graduate students and to special students who have completed baccalaureate degrees. Students without these qualifications may enroll only in the following upper-division accounting (ACCT) course, provided any course prerequisites are met: ACCT 305 Tax Planning for Individuals. Before registering, please refer to the current university bulletin for course prerequisites or course restrictions.

ACCT 203 INTRODUCTION TO ACCOUNTING

- **ACCT 203**
  - **Prerequisite:** MATH 141 or equivalent. Theoretical and technical facets of financial and managerial accounting for business. Accumulation, analysis, interpretation, and uses of accounting information.
  - **Restrictions:** Restricted to specific majors.

ACCT 204 INTRODUCTION TO ACCOUNTING II

- **ACCT 204**
  - **Prerequisite:** MATH 141 or equivalent. Theoretical and technical facets of financial and managerial accounting for business. Accumulation, analysis, interpretation, and uses of accounting information.

ACCT 205 INTRODUCTORY ACCOUNTING SURVEY

- **ACCT 205**
  - **Restrictions:** Restricted to students in the post-baccalaureate certificate in accounting program. An accelerated course covering theoretical and technical facets of financial and managerial accounting for business. Accumulation, analysis, interpretation, and uses of accounting information. May not be counted toward any of the B.S. programs offered by the School of Business.

ACCT 304 INTERMEDIATE ACCOUNTING II

- **ACCT 304**
  - **Prerequisite:** ACCT 204 or equivalent. Complex tax problems of the trust, partnership, and corporation. Particular emphasis is given to tax planning.

ACCT 306 COST ACCOUNTING

- **ACCT 306**
  - **Prerequisite:** ACCT 204 or equivalent. Cost accumulation for inventory pricing and income determination. Cost behavior concepts for planning and control. Job order and process cost systems, standard costs, budgets, and special topics in relevant costs for managerial decisions.

ACCT 307 ACCOUNTING SYSTEMS

- **ACCT 307**
  - **Prerequisite:** ACCT 204 or equivalent. Design and evaluation of manual and computerized accounting systems. Emphasis on the system of internal controls and the impact of computers on those controls.

ACCT 404 ADVANCED ACCOUNTING

- **ACCT 404**
  - **Prerequisite:** Grade of “C” or higher in ACCT 304 and junior standing. Financial accounting for complex business relationships, including home office-branch accounting, business combinations, consolidated financial statements, partnerships, and governmental funds.

ACCT 405 TAX ACCOUNTING

- **ACCT 405**
  - **Prerequisite:** Grade of “C” or higher in ACCT 304 and junior standing. Income tax legislation and the concept of taxable income; federal income tax law applicable to individuals.

Economics

Eligibility for enrollment in most upper division School of Business courses (300-400 levels) is restricted to juniors, seniors and graduate students and to special students who have completed baccalaureate degrees. Students without these qualifications may enroll only in the upper-division economics (ECON) courses. Before registering, please refer to the current university bulletin for course prerequisites or course restrictions.

ECON 203 INTRODUCTION TO ECONOMICS

- **ECON 203**
  - **Prerequisite:** Primary emphasis is placed upon the theory of audit evidence; the objectives, techniques, and procedures for financial and operational audit reports.
Finance, Insurance and Real Estate

Eligibility for enrollment in most upper division School of Business courses (300-400 levels) is restricted to juniors, seniors and graduate students and to special students who have completed baccalaureate degrees. Students without these qualifications may enroll in the following upper-division finance, insurance and real estate (FIRE) courses, provided any course prerequisites are met: FIRE 315 Personal Financial Planning; FIRE 316 Prin of Real Estate; FIRE 333 Risk and Insurance; FIRE 428 Employee Benefit Planning, FIRE 444 Occupational Safety, Health and Security. Before registering, please refer to the current university bulletin for course prerequisites or course restrictions.

**FIRE 311 FINANCIAL MANAGEMENT**
10644 001 (3) May 21 – Jun 21 (5 wks)
MTWR 0800AM – 1015AM
BUSNS 1516
DANIELS, K
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10645 002 (3) May 21 – Jun 21 (5 wks)
MTWR 1030AM – 1245PM
BUSNS 1516
FEET REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10646 003 (3) Jun 25 – Jul 26 (5 wks)
MTWR 0800AM – 1015AM
BUSNS 1513
SHIN, C
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10647 004 (3) May 25 – Jul 26 (6 wks)
MTWR 0800AM – 1245PM
BUSNS 1514
SHIN, C
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10648 005 (3) May 30 – Jul 18 (8 wks)
MTWR 0800AM – 0840PM
BUSNS 1236
BAECHER, F
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
Prerequisites: ACCT 204 (or ACCT 205 for non-business majors) and junior standing. Pre-or corequisite: MGMT 301. Principles of optimal financial policy in the procurement and management of wealth by profit-seeking enterprises: the application of theory to financial decisions involving cash flow, capital structure, and capital budgeting.

**FIRE 312 INTERM FINANCIAL MANAGEMENT**
10683 001 (3) May 21 – Jun 21 (5 wks)
MTWR 0800AM – 1015AM
BUSNS 1516
SALANDRO, D
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10685 002 (3) May 21 – Jun 21 (5 wks)
MTWR 1030AM – 1245PM
BUSNS 1516
SALANDRO, D
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
Prerequisites: MGMT 301 and FIRE 311, and junior standing. Advanced topics in financial management with emphasis on the theoretical bases for the valuation of the firm.

**FIRE 314 INVESTMENTS**
10650 001 (3) May 21 – Jun 21 (5 wks)
MTWR 0800AM – 1245PM
BUSNS 1516
SALANDRO, D
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10651 002 (3) May 21 – Jun 21 (5 wks)
MTWR 1030AM – 1040AM
BUSNS 1514
SALANDRO, D
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
Prerequisites: MGMT 301 and FIRE 311, or permission of chair, and junior standing. An analysis of the market for long-term corporate securities. Emphasis is given to the valuation of bonds, common stocks, options, and convertible securities and portfolio concepts. Designed to provide an understanding of the functioning of an efficient market.

**FIRE 315 PERSONAL FINANCIAL PLANNING**
11876 001 (3) May 21 – Jun 8 (3 wks)
MTWR 0800AM – 1200PM
BUSNS 1516
GUTHMANN, J
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10652 002 (3) Jun 10 – Aug 9 (8 wks)
TR 0600PM – 0840PM
BUSNS 1236
FERGUSON, J
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
Principles and practices of real estate development, financing, brokerage, appraisal, legal instruments, and governmental land use influences.

**FIRE 316 PRINCIPLES OF REAL ESTATE**
11876 001 (3) May 30 – Jul 18 (8 wks)
MW 0600PM – 0840PM
BUSNS 2141
PHILLIPS, R
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10653 002 (3) Jun 10 – Aug 9 (8 wks)
TR 0600PM – 0840PM
BUSNS 2136
FERGUSON, J
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
Prerequisites: Junior or senior standing as a major in a business curriculum, approval of advisor and department chair prior to registration. Intensive study under supervision of a faculty member in an area not covered in-depth or contained in the regular curriculum.

**FIRE 333 RISK AND INSURANCE**
10654 001 (3) Jun 18 – Aug 8 (8 wks)
MW 0600PM – 0840PM
BUSNS 2141
BAECHER, F
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
Prerequisites: Junior or senior standing as a major in a business curriculum, approval of advisor and department chair prior to registration. Intensive study under supervision of a faculty member in an area not covered in-depth or contained in the regular curriculum.

**FIRE 428 INDEPENDENT STUDY**
10659 003 (3) May 21 – Aug 17 (13 wks)
MTWR 0600PM – 0840PM
BUSNS 1236
DUBOVESKY, D
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
Prerequisites: Junior or senior standing as a major in a business curriculum, approval of advisor and department chair prior to registration. Intensive study under supervision of a faculty member in an area not covered in-depth or contained in the regular curriculum.
Prerequisites: Senior standing with a major in finance or the use of Web browsers as well as hands-on experience with a Windows-based microcomputer system and the Internet. This course requires no prior knowledge of computers, and it provides the necessary foundation for introductory application courses. Students may not receive degree credit for both CMSC 128 and INFO 161.

INFO 161 INTRO TO MICRO WORD PROCESSING

10795 020 (1) May 21 – Jun 13 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 2119
TERRY, K
CO/PREREQUISITE REQUIRED SEE BULLETIN

10796 021 (1) May 21 – Jun 13 (1.5 wks)
MTWR 1030AM – 1245PM
BUNSS 2119
WILLIAMS, A
CO/PREREQUISITE REQUIRED SEE BULLETIN

11948 030 (1) Jun 18 – Jun 27 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 2119
STAFF
CO/PREREQUISITE REQUIRED SEE BULLETIN

10797 060 (1) Jul 30 – Aug 8 (1.5 wks)
MTWR 1030AM – 1245PM
BUNSS 2119
JONES, B
CO/PREREQUISITE REQUIRED SEE BULLETIN

10798 070 (1) Aug 9 – Aug 17 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 2119
TERRY, K
CO/PREREQUISITE REQUIRED SEE BULLETIN

10799 930 (1) Jun 12 – Jun 26 (2 wks)
TR 0600PM – 0840PM
BUNSS 2119
ZAUNER, J
CO/PREREQUISITE REQUIRED SEE BULLETIN

Prerequisites: INFO 160 or equivalent knowledge. Introduces students to fundamental use of microcomputer-based word processors. Topics include document preparation and modification, tab sets and indentation, bullets and lists, and table formats. The course will help students prepare documents and papers that other VCU course work may require. Students may not receive degree credit for both CMSC 128 and INFO 161.

INFO 162 INTRO TO SPREADSHEETS

10802 020 (1) Jun 4 – Jun 13 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 2119
WILLIAMS, A
CO/PREREQUISITE REQUIRED SEE BULLETIN

10803 030 (1) Jun 18 – Jul 27 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 2119
TERRY, K
CO/PREREQUISITE REQUIRED SEE BULLETIN

10804 040 (1) Jul 2 – Jul 12 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 2119
WILLIAMS, A
CO/PREREQUISITE REQUIRED SEE BULLETIN

10805 060 (1) Jul 30 – Aug 8 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 2119
JONES, B
CO/PREREQUISITE REQUIRED SEE BULLETIN

10806 070 (1) Aug 9 – Aug 17 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 219
WILLIAMS, A
CO/PREREQUISITE REQUIRED SEE BULLETIN

10807 930 (1) Jul 3 – Jul 17 (2 wks)
TR 0600PM – 0840PM
BUNSS 219
KELLY, K
CO/PREREQUISITE REQUIRED SEE BULLETIN

Prerequisites: INFO 160 or equivalent knowledge. Introduces students to fundamentals of spreadsheet processing on the microcomputer. Topics include the entering of text, numbers and formulas, formatting, moving, copying, recalculating, graphing, retrieving, saving and printing. The course will help students prepare financial analyses and products other VCU course work may require. Students may not receive degree credit for both CMSC 128 and INFO 162.

INFO 163 INTRO TO HTML & WEB PAGE DESIGN

11951 040 (1) Jul 2 – Jul 12 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 219
STAFF
CO/PREREQUISITE REQUIRED SEE BULLETIN

11952 041 (1) Jul 2 – Jul 12 (1.5 wks)
MTWR 1030AM – 1245PM
BUNSS 219
STAFF
CO/PREREQUISITE REQUIRED SEE BULLETIN

11954 050 (1) Jul 16 – Jul 26 (1.5 wks)
MTWR 0900AM – 1015AM
BUNSS 219
STAFF
CO/PREREQUISITE REQUIRED SEE BULLETIN

11949 910 (1) May 21 – Jun 6 (2.5 wks)
MTWRF 0800AM – 0940PM
BUNSS 219
STAFF
CO/PREREQUISITE REQUIRED SEE BULLETIN

11950 940 (1) Jul 24 – Aug 7 (2.5 wks)
TR 0600PM – 0840PM
BUNSS 219
STAFF
CO/PREREQUISITE REQUIRED SEE BULLETIN

Prerequisites: INFO 160, INFO 161 or equivalent knowledge. Introduces students to Web page design and construction using HTML and scripting languages. Topics include Web page creation, hypertext links, tables and frames. The course will provide hands-on experience in creating Web pages and making them accessible from the World Wide Web. Students may not receive degree credit for both CMSC 128 and INFO 163.
INFO 160 STRUCTURED & OBJECT PROGRAMMING
Prerequisite: INFO 160 or equivalent. Introduces students to the fundamental use of a microcomputer-based database management system package. Topics include creating and editing tables and forms, sorting and filtering data and generating reports and mailing lists. Designed for those students not majoring in information systems. Students may not receive degree credit for both CMSC 128 and INFO 160.

INFO 169 MULTIMEDIA PRESENTATIONS
Prerequisite: INFO 168 or equivalent knowledge. Familiarizes students with the fundamental use of multimedia to enhance presentations. Topics include adding animation, creating templates, linking to other resources as well as audio and video. The course will help students prepare more effective and professional presentations.

INFO 258 VISUAL BASIC PROGRAMS
Prerequisite: INFO 160 or equivalent. Introduces students to Visual Basic programming in the Windows environment. Concepts of structured and object-oriented programming are introduced.

INFO 358 STRUCTURED & OBJECT PROGRAMMING
Prerequisites: INFO 258 or equivalent. Pre- or corequisite: INFO 362. Introduction to computer programming using C++ language, including classes and data types, logic constructs, file operations, object-oriented building, algorithms and program development, and program testing.

INFO 359 ADV STRUCTURED & OBJECT PROGRAMM
Prerequisites: INFO 358 and junior standing. An advanced programming course using C++ and Java, giving special attention to techniques for program and object design and the evaluation and selection of data structures and algorithms.

INFO 360 BUSINESS INFORMATION SYSTEMS

INFO 362 COMPUTER HARDWARE AND SOFTWARE
Pre-requisite: INFO 258 or equivalent. Principles of computer hardware and software architecture, organization and operation. Basic concepts are introduced via assembly language programming.

INFO 462 JAVA SUPPORT FOR E-BUSINESS
Prerequisites: INFO 358, INFO 464 and junior standing. Focused on applying Java GUI components and Java database connectivity to the construction of Windows and Internet applications and applies. Enterprise Server side JavaBeans, Servlets and XML also are treated as part of the support of E-Business.

INFO 464 DATABASE SYSTEMS
Pre-requisite: INFO 358, INFO 361, and junior standing. Designed to prepare students for development of systems involving databases and database management.

INFO 465 PROJECTS IN INFORMATION SYSTEMS
Prerequisites: INFO 361 and INFO 464, and junior standing. The student's behavioral and technical skills developed in INFO 361 and INFO 464 are challenged by participating in a team systems development project. Appropriate computer-assisted software engineering (CASE) tools are used throughout the project, from requirement specification to implementation and testing.

INFO 467 DISTRIBUTED DP & TELECOMMUNICATION
Prerequisites: INFO 361 and INFO 362 or equivalent; junior standing. Technology and concepts of telecommunications and distributed processing, including managerial concerns and interests, hardware, systems design, and operation factors.
Management

Eligibility for enrollment in most upper division School of Business courses (300-400 levels) is restricted to juniors, seniors and graduate students and to special students who have completed baccalaureate degrees. Students without these qualifications may enroll only in the following upper-division management (MGMT) courses, provided any course prerequisites are met: MGMT 301-302 Business Statistics, MGMT 331 Human Resource Management, MGMT 421 Small Business Management. Before registering, please refer to the current university bulletin for course prerequisites or course restrictions.

MGMT 171 MATH APPLICATIONS FOR BUSINESS
10876 001 (3) May 21 – Jun 6 (3 wks)
BYRD, D
CO/PREREQUISITE REQUIRED SEE BULLETIN
10977 002 (3) Jul 30 – Aug 17 (3 wks)
ANDREWS, R
CO/PREREQUISITE REQUIRED SEE BULLETIN
2127

MGMT 212 DIFFERENTIAL CALCULUS & OPTIMIZATN
10979 001 (3) Jun 25 – Jul 26 (5 wks)
BYRD, D
CO/PREREQUISITE REQUIRED SEE BULLETIN
10980 002 (3) Jun 25 – Jul 26 (5 wks)
STITH-WILLIS, A
CO/PREREQUISITE REQUIRED SEE BULLETIN
10981 003 (3) May 21 – Jul 11 (8 wks)
CANADIS, G
CO/PREREQUISITE REQUIRED SEE BULLETIN

MGMT 301 BUSINESS STATISTICS I
10885 001 (3) May 21 – Jun 15 (5 wks)
CO/PREREQUISITE REQUIRED SEE BULLETIN
10886 002 (3) Jun 25 – Jul 26 (5 wks)
NGUYEN, N
CO/PREREQUISITE REQUIRED SEE BULLETIN
10887 003 (3) May 21 – Jul 15 (5 wks)
CANADIS, D
CO/PREREQUISITE REQUIRED SEE BULLETIN
10888 004 (3) Jun 25 – Jul 26 (5 wks)
SPINELLI, M
CO/PREREQUISITE REQUIRED SEE BULLETIN

MGMT 302 BUSINESS STATISTICS II
10889 001 (3) May 21 – Jun 15 (5 wks)
CO/PREREQUISITE REQUIRED SEE BULLETIN
10890 002 (3) Jun 25 – Jul 26 (5 wks)
MILLER, D
CO/PREREQUISITE REQUIRED SEE BULLETIN

School of Business • INFO – MGMT

INFO 942 INDEPENDENT STUDY
10842 003 (3) May 21 – Aug 17 (13 wks)
TBA
REDMOND, R
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 943 FIELD PROJECT
10846 001 (3) May 21 – Aug 17 (13 wks)
TBA
REDMOND, R
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 998 DISSERTATION RESEARCH
10850 001 (1) May 21 – Aug 17 (13 wks)
TBA
LEE, A
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10851 002 (2) May 21 – Aug 17 (13 wks)
TBA
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

Schedule of Classes

VCU 47 School of Business • INFO – MGMT

INFO 470 LOCAL AREA NETWORKS
10840 001 (3) May 30 – Jul 18 (8 wks)
MV 0100PM – 0340PM
STAFF
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 492 INDEPENDENT STUDY
10842 003 (3) May 21 – Aug 17 (13 wks)
TBA
REDMOND, R
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 601 ANALYSIS & DESIGN OF DATABASE SYS
11898 901 (3) May 30 – Jul 18 (8 wks)
MV 0800PM – 0840PM
STAFF
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 620 DATA COMMUNICATIONS
10843 901 (3) May 29 – Aug 16 (12 wks)
TR 0600PM – 0750PM
STAFF
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 630 INFORMATION ENGINEERING
10844 901 (3) May 28 – Aug 15 (12 wks)
MV 0800PM – 0930PM
STAFF
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 651 MANAGEMENT INFORMATION SYSTEMS
10845 901 (3) May 21 – Jun 27 (6 wks)
MV 0800PM – 0930PM
STAFF
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 943 FIELD PROJECT
10846 001 (3) May 21 – Aug 17 (13 wks)
TBA
REDMOND, R
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 998 DISSERTATION RESEARCH
10850 001 (1) May 21 – Aug 17 (13 wks)
TBA
LEE, A
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
10851 002 (2) May 21 – Aug 17 (13 wks)
TBA
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK

INFO 693 GUIDED STUDY
10848 913 (3) May 21 – Aug 17 (13 wks)
TBA
REDMOND, R
FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK
MGMT 319 ORGANIZATIONAL BEHAVIOR
Prerequisites: MGMT 319, MGMT 320 and senior standing or permission of instructor. Application, testing, and critical analysis of management theories, concepts, and skills. Team building and organizational design, communication, leadership, and change.

MGMT 320 PRODUCTION/OPERATIONS MANAGEMENT
Prerequisites: MGMT 319, MGMT 320 and junior standing. Applies macro organization theory to organization design. The design of structure and process to improve effectiveness. Relationships between technology and structure, strategy and environment; power and politics; culture and organization; and growth, decline and revital.

MGMT 321 SMALL BUSINESS MANAGEMENT
The importance, problems, and requirements of small businesses; establishing policies for prices, promotion, control, and credit; regulations, taxes, records and record keeping.

MGMT 322 ORGANIZATIONAL COMMUNICATION
Prerequisites: ENGL 101-200 and junior standing. A study of writing for interpersonal, group, and organizational communication, including the preparation of standard business documents.

MGMT 323 BUS & TECH REPORT WRITING
Development of critical writing skills used in business, science, technology, and government, including instructions, descriptions, process explanations, reports, manuals, and proposals. The course will include such topics as communication theory, technical style, illustrations, formats for proposals, reports and manuals.

MGMT 325 COMPENSATION MANAGEMENT
Prerequisites: MGMT 331 and junior standing. Applications and techniques of management science as they apply to solving business problems, with a focus on applications. Includes linear programming, transportation method, PERT/CPM, queuing models and simulation.

MGMT 326 APPLIED RESEARCH & REPORT WRITING
Prerequisites: MGMT 331 and junior standing. A study of writing for interpersonal, group, and organizational communication, including the preparation of standard business documents.

MGMT 327 MANAGERIAL APP & SKILLS DEVELOP
Prequisites: Senior standing in a School of Business major and completion of all School of Business core courses. Integrative course to analyze policy issues at the overall management level, involving functional areas such as production, finance, and marketing, in context with the economic, political, and social environment.

MGMT 331 HUMAN RESOURCE MANAGEMENT
Basic problems of employment, selection, and placement; employee rating systems of a diverse work force, and management of diversity through recognition of employee uniqueness and positive contributions of various cultures to the organization culture; wage levels and methods; job studies and descriptions; training methods and programs.

MGMT 332 STRATEGIC MANAGEMENT
Prequisites: MGMT 331 and junior standing. The methods and techniques of obtaining job descriptions, job characteristics and measuring scales, job rating and the awarding of wage increments.

MGMT 333 MANAGING DYNAMIC ORGANIZATIONS
The design of structure and process to improve effectiveness. Relationships between technology and structure, strategy and environment; power and politics; culture and organization; and growth, decline and revital.

MGMT 334 MANAGERIAL APP & SKILLS DEVELOP
Prequisites: MGMT 331 and junior standing. A study of writing for interpersonal, group, and organizational communication, including the preparation of standard business documents.

MGMT 335 HUMAN RESOURCES MANAGEMENT
Basic problems of employment, selection, and placement; employee rating systems of a diverse work force, and management of diversity through recognition of employee uniqueness and positive contributions of various cultures to the organization culture; wage levels and methods; job studies and descriptions; training methods and programs.

MGMT 336 PRODUCTION/OPERATIONS MANAGEMENT
The methods and techniques of obtaining job descriptions, job characteristics and measuring scales, job rating and the awarding of wage increments.

MGMT 337 MANAGERIAL APP & SKILLS DEVELOP
Prequisites: MGMT 331 and junior standing. A study of writing for interpersonal, group, and organizational communication, including the preparation of standard business documents.
Solution procedures and their limitations. and transportation translated into mathematical models: strengths and weaknesses of such translations.

Prerequisite: MGMT 524 or equivalent. Business problems in production, inventory, finance, marketing, and in the establishment of company policy. Emphasis on interaction of disciplines in efficient administration of a company. Integration of principles and policies of business management from the fields of accounting, economics, marketing, finance, statistics, and management in the solution of broad company problems. Limited to Ph.D. in business candidates.

Marketing and Business Law

Eligibility for enrollment in most upper division School of Business courses (300-400 levels) is restricted to juniors, seniors and graduate students and to special students who have completed baccalaureate degrees. Students without these qualifications may not enroll in the upper-division marketing and business law (MRBL) courses. Before registering, please refer to the current university bulletin for course prerequisites or course restrictions.

MRBL 308 INTRODUCTION TO MARKETING

11043 001 (3) May 21 – Jun 8 (3 wks)
MTVRF 0900AM – 1200PM BUSNS 4168

URBAN, D FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK GRADUATE COURSE

11044 003 (3) Jul 30 – Aug 17 (3 wks)
MTVRF 0900AM – 1100AM BUSNS 3105

WOOD, V FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK GRADUATE COURSE

11054 004 (3) Jun 25 – Jul 26 (5 wks)
MTVRF 0900AM – 1015AM BUSNS 2125

FRANZAK, F FEE REQUIRED - SEE FEE TABLE IN FRONT OF BOOK GRADUATE COURSE
and to identify their strengths and weaknesses. Prerequisites: ECON 210-211 (or ECON 203 for non-business majors) and junior standing. An introduction to the activities involving the exchange of goods, services, and ideas for the satisfaction of human wants. Marketing is examined as it relates to the other functions of the organization, to consumers and to society.

**MRBL 310 INFO FOR MARKETING DECISIONS**

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course Title</th>
<th>Instructor</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Credits</th>
<th>Notes</th>
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<tbody>
<tr>
<td>11046</td>
<td>001</td>
<td>MW 0900AM – 1045AM</td>
<td>BUSNS 3133</td>
<td>3</td>
<td>BUSNS 2125</td>
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</table>

Prerequisites: MMGT 301, MRBL 308, and junior standing. Students receive an overview of the marketing research process. The course includes coverage of primary research, secondary data sources and marketing information systems. Students learn to apply research findings to marketing decisions.

**MRBL 323 LEGAL ENVIRONMENT OF BUS**

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course Title</th>
<th>Instructor</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Credits</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>11047</td>
<td>001</td>
<td>DAUGHTREY, W</td>
<td>MTWRF</td>
<td>0900AM – 1045AM</td>
<td>BUSNS 2110</td>
<td>3</td>
<td>BUSNS 2110</td>
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</tbody>
</table>

Prerequisites: MRBL 308, or permission of instructor. Fee required - See fee table in front of book. Examines the development of an integrated marketing communications program, including advertising, public relations, sales promotion, personal selling, and direct marketing. Special emphasis is placed on the role of new technologies and interactive media in this context.

**MRBL 371 INTEGRATED MARKETING COMMUNICATIONS**

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course Title</th>
<th>Instructor</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Credits</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>11051</td>
<td>001</td>
<td>SINGOTT, P</td>
<td>TR</td>
<td>0800AM – 0945PM</td>
<td>BUSNS 2122</td>
<td>3</td>
<td>BUSNS 2122</td>
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</tbody>
</table>

Prerequisites: MRBL 308, or permission of chair, and junior standing. Overviews the various steps in the development of an integrated marketing communications program, including advertising, personal selling, and direct marketing. Special emphasis is placed on the role of new technologies and interactive media in this context.

**MRBL 373 BUYER BEHAVIOR**

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course Title</th>
<th>Instructor</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Credits</th>
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<td>12110</td>
<td>001</td>
<td>DAUGHTREY, W</td>
<td>MTWRF</td>
<td>0900AM – 1045AM</td>
<td>BUSNS 2125</td>
<td>3</td>
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Prerequisites: MRBL 308 and junior standing. A comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. Students learn to evaluate retail firms and to identify their strengths and weaknesses.