MAJOR AREAS OF CONCENTRATION

Candidates for the BBA degree may choose a concentration from any of the following subject areas: accounting, economics, entrepreneurship and innovation, finance, international business, management, marketing, and general business.

Planning for More than One Major Area of Concentration

With careful planning on the part of the student, two concentrations may be completed within the 120 hour total by meeting all requirements of two concentrations. Without careful planning it may not be possible to complete the specific requirements of two concentrations in the same semester due to time conflicts between classes or classes not offered every semester. Therefore, students, especially part-time and returning students, should seek early advice about course scheduling and sequencing. (The same warning applies to students seeking to earn the minor in international business or the certificate in entrepreneurship or who are also concurrently pursuing a degree in another unit of the university.) Any student seeking to earn a third concentration within the BBA degree must complete at least 136 hours of credit. Each major consists of 24 graded upper-division hours in the School of Business divided between required and elective courses.

Programs

- Accounting, Concentration (https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/accounting-concentration/)
- Economics, Concentration (https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/economics-concentration/)
- Entrepreneurship and Innovation, Concentration (https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/entrepreneurship-innovation-concentration/)
- Finance, Concentration (https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/finance-concentration/)
- General Business, Concentration (https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/general-business-concentration/)
- International Business, Concentration (https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/international-business-concentration/)
- Management, Concentration (https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/management-concentration/)
- Marketing, Concentration (https://catalog.washburn.edu/undergraduate/school-business/major-areas-concentration/marketing-concentration/)

Course Offerings

Accounting

AC 224 Financial Accounting (3)
The study of accounting as a means of communicating financial information about the activities of business enterprises. Emphasis is placed on concepts and principles underlying the measurement of income and financial position and how this information may be used to evaluate the progress of a firm. Prerequisites: EN 101 and MA 116 (recommended) or MA 112.

AC 225 Managerial Accounting (3)
The development and use of information in the accounting system as a management decision tool. Prerequisites: AC 224, MA 116 (recommended) or MA 112, BU 248 and BU 250 or concurrent enrollment.

AC 303 The Role of Accounting in Business and Society (3)
Role of accounting in society, including public and private sector organizations. Information needed for external reporting to investors and creditors, internal management planning and control decisions, assessment of risks and controls critical to reliable financial and non-financial data, and regulatory oversight. Overarching themes include decision-making related to recognition and valuation of economic events, effective communication related to accounting and economic information, as well as the importance of diversity, a global mindset, and good professional judgment by accounting professionals. Prerequisites: AC 224 and AC 225 with a grade of C or better, and consent of instructor.

AC 321 Intermediate Financial Accounting I (3)
Financial theory and problems. Emphasis is on valuation and measurement problems of income determination and balance sheet presentation. Prerequisites: AC 224 and BU 250. May not be taken A/Pass/Fail.

AC 322 Intermediate Financial Accounting II (3)
A continuation of financial accounting theory and problems. Prerequisite: AC 321. May not be taken A/Pass/Fail.

AC 325 Cost Accounting (3)
A study of inventory valuation procedures in manufacturing concerns and the processing, analysis and interpretation of data for use by management in the planning and control of operations. Prerequisites: AC 225 and BU 250. May not be taken A/Pass/Fail.

AC 330 Accounting Information Systems (3)
The study of the development and design of an accounting system. Emphasis on procedures necessary to meet generally accepted auditing standards and methods and techniques to evaluate internal control of an accounting system. Prerequisites: AC 224 and BU 250. May not be taken A/Pass/Fail.

AC 403 Special Topics/Accounting (3)
Selected topics announced in advance. May be taken more than one semester. Prerequisite: Admission to the School of Business. Other prerequisites will be specified for each topic. May not be taken A/Pass/Fail.

AC 404 Independent Study - Accounting (3)
Individual study of a topic in accounting. Activity must be supervised by a full-time School of Business faculty member with professorial rank. Prerequisites: Admission to the School of Business and consent of directing faculty member prior to enrollment. May not be taken A/Pass/Fail.
AC 421 Advanced Financial Accounting (3)
Accounting methods and procedures related to partnerships, branches, business combinations, and foreign exchange. Prerequisites: Admission to the School of Business and AC 322. May not be taken A/Pass/Fail.

AC 423 Federal Income Taxation - Individual (3)
Income tax laws, regulations, and procedures pertinent to individual taxpayer reporting. Prerequisites: Admission to the School of Business and AC 224, AC 225, and BU 250 completed with grades of "C" or better. May not be taken A/Pass/Fail.

AC 424 Federal Income Taxation - Business Entities (3)
Income tax laws, regulations, and procedures pertinent to partnership, corporation, and fiduciary reporting. Prerequisites: Admission to the School of Business and AC 225 and BU 250. May not be taken A/Pass/Fail.

AC 425 Auditing (3)
The course covers essential processes of auditing including specific procedures and techniques usable in the public and private sectors. Technical standards of these sectors receive attention with an emphasis on ethics related to the profession of auditing. The course includes operational and compliance auditing in addition to auditing of financial statements. Other content areas are the auditor's role in society, the application of internal control concepts, the understanding of accounting information systems, the methods of statistical sampling and the use of auditing software. Prerequisites: Admission to the School of Business and AC 321, AC 322, and AC 330 completed with grades of "C" or better. (AC 322 may be taken concurrently.) May not be taken A/Pass/Fail.

AC 427 Governmental and Institutional Accounting (3)
Methods and procedure used in fund accounting with emphasis on governmental units and not-for-profit organizations. Prerequisites: Admission to the School of Business and AC 225 and BU 250. May not be taken A/Pass/Fail.

AC 428 Fraud Examination (3)
Theory, techniques, methods and procedures for the detection, investigation, and deterrence of fraud. Prerequisites: Admission to the School of Business and AC 224, AC 225, and BU 250 or equivalent. May not be taken A/Pass/Fail.

AC 431 Contemporary Issues in Accounting (3)
Current issues in accounting with emphasis on the releases of the American Institute of Certified Public Accountants and the Financial Accounting Standards Board. Includes accounting theory to solving accounting problems. Prerequisites: Admission to the School of Business and AC 322. May not be taken A/Pass/Fail.

AC 499 Internship In Accounting (3)
Professional work experience with a business firm or governmental agency in some phase of public, private, or governmental accounting. The work situation must create a new learning experience for the student. Credit hours in this course may be used only as elective business hours and will not count toward the minimum 63 hours of accounting, business, and economics hours required of the BBA candidate nor will they count toward the minimum twenty-four hours of accounting required of accounting majors. Internship credit hours will be counted in the maximum School of Business hours an accounting major may earn within a 120-hour program. The student's grade will be awarded on a pass-fail basis, as determined by the supervising faculty member. Prerequisites: Admission to the School of Business, consent of the accounting faculty, appropriate academic background, at least 75 semester credit hours, at least a 2.5 overall grade average, and meet the general qualifications specified by the sponsoring business firm or governmental agency.

Business

BU 101 Introduction to Business (3)
Designed to introduce the student to the American business system and to analysis of business organization and operation.

BU 115 Entrepreneurship and Entrepreneurship Law (3)
Assists aspiring business owners and managers in recognizing issues relevant to starting-up, maintaining, and growing a company.

BU 180 Personal Finance (3)
Personal and family financial planning. Topics include: consumer legislation, consumer finance, family budgeting, estate planning, insurance, individual income tax, home buying, mortgages, retirement pensions, and investments.

BU 248 Foundations of Data Analysis (3)
Foundational knowledge and technology to perform fundamental data analysis supporting problem solving and evidence based decision making. Through hands-on experiences, students will identify, extract, prepare, and analyze data and communicate those results that inform decisions. Prerequisite: EN 101 and MA 116 (recommended) or MA 112.

BU 250 Management Information Systems (3)
Concepts of information systems; analysis, evaluation, and implementation of management information systems; data-base management; information systems and management. (Assumes intermediate knowledge of MS Office applications, including Excel spreadsheets.) Prerequisites: CM 101 or consent, EN 101, and MA 116 (recommended) or MA 112.

BU 259 The Business of Art (3)
Explores and analyzes approaches to art valuation, art appraisal, and entrepreneurship in the arts. Examines the art market, the art consumer, and the value of art. Business problems and opportunities in the world of art are identified, analyzed, and assessed. Prerequisite: MA 112.

BU 260 Business Plan Development (3)
Through application of an entrepreneurial framework, learn to evaluate opportunities and develop a business concept to determine feasibility and access funding. Gain confidence to use entrepreneurial thinking and action with future opportunities.

BU 302 Business Communications (3)
Written communications including simpler types of business messages. Emphasis is placed on positive planning for effective human relations through management messages. Prerequisites: EN 101 with grade of "C" or better, CM 101, or equivalent, CN 150 or CN 365, or equivalent.
BU 305 Contemporary Information Systems (3)

BU 309 Business Data Communication and Networking (3)
Understanding of the technical and managerial aspects of business data communications and networking to support business processes. Prerequisites: BU 250, AC 225, EC 200, and EC 201.

BU 315 Legal Environment of Business (3)
Legal process, nature, and sources of the law, government regulation and administrative law as they affect business. Prerequisites: EC 200, EC 201, and 2.0 GPA.

BU 319 Labor Law & Legislation (3)
The statutory, judicial and administrative law pertaining to labor-management relations. Prerequisites: EC 200 and EC 201.

BU 342 Organization & Management (3)
Management theory and practice, including fundamentals of management; making things happen; meeting the competition; organizing people, projects, and processes; and motivating and leading. Emphasis is given to the development of management, organizational structures, organizational dynamics, the impact of environmental forces and use of analytical tools in the performance of the management function. Prerequisites: EC 200, EC 201; two out of three of the following: AN 112, PY 100, and SO 100; and 2.0 GPA.

BU 343 Entrepreneurship, Creativity, and Innovation (3)
Provides students with an overall understanding of the entrepreneurship process. Specifically explores the dimensions of creativity and innovation, and how these can aid firm growth. Explores the scope of entrepreneurship as new venture development and examines entrepreneurship as a manageable process that can be applied in any organizational setting. Exposes students to a mix of theory and practice which is applied to real world situations. Prerequisites: BU 260, or EC 200, EC 201, and BU 342 (or concurrent).

BU 345 Human Resources Management (3)
The principles and practices of sound employee relations with emphasis upon the selection, development and morale of employees. Prerequisites: EC 200 and EC 201.

BU 346 Organizational Behavior (3)
Review of theory and research related to work behavior in organizations with focus on individual and group behavior. Prerequisites: PY 100 or SO 100.

BU 347 Production and Operations Management (3)
Operations management in both manufacturing and service organizations. Use of models to make operations management decisions in the areas of productivity, quality, customer service, and production and process strategy. Prerequisites: BU 250, BU 342, EC 211 (or MA 343), AC 225, MA 141, and 2.0 GPA.

BU 355 International Business (3)
The global economic and political environment in which international trade and investment activities as conducted by multinational and national business organizations. Examination of the international dimensions of the areas of finance, management, marketing, operations, and business strategy. Prerequisites: AC 225 or BU 101, EC 200 and EC 201.

BU 356 Cross-Cultural Management (3)
Critical assessment of practices in managing a culturally diverse workforce. Applications of culture to ethics and values across the globe, communication, motivation, dispute resolution, and human resource management. Prerequisite: BU 342 (or concurrent).

BU 360 Principles of Marketing (3)
Marketing concepts and their relevance to organizational objectives and methods of operation. Marketing environment, marketing mix, marketing planning, strategy implementation, and assessment of marketing performance. Emphasis on improving marketing performance in a socially and ethically responsible manner. Prerequisites: EC 200, EC 201, and 2.0 GPA.

BU 361 Principles of Retailing (3)
Structural organization for retailing and the functional activities involved. Principles of site selection, staffing, planning, pricing, buying, merchandise, sales promotion and expense management are included. Prerequisite: BU 360.

BU 362 Marketing Research (3)
Techniques by which industries and individual firms seek to coordinate buying with consumer demand. Application of research techniques to various marketing problems. Prerequisites: BU 360 and EC 211 (or MA 343).

BU 363 Promotion (3)
Examination of the promotion function of the marketing mix. Topics include: promotion strategy; management of the promotion mix (advertising, sales promotion, public relations); media strategy; and evaluation. Prerequisite: BU 360.

BU 364 Consumer Behavior (3)
The behavior of buyers of goods and services. An examination will be made of theories, concepts, methods and research findings of other disciplines and a study of the relation of these findings to management decision making. Industrial and consumer buying behavior will be considered within the context of the course. Prerequisite: BU 360.

BU 366 Sales (3)
A detailed examination of the selling dimension of the promotion mix. Topics include: personal communication; personal selling; relationship-building; and sales strategy and management. Prerequisite: BU 360.

BU 368 International Marketing (3)
Analysis of marketing management problems, techniques and strategies in international marketing, emphasizing changes in competition and market structure abroad.

BU 369 Entrepreneurial Marketing (3)
Framework to identify, create, and implement innovative marketing techniques for new ventures and small businesses in a resource-constrained environment. Creative strategies for the start-up phase for new products and services or in new markets and also applicable in large organizations. Prerequisite: BU 360.

BU 370 Entrepreneurship Clinic (3)
The capstone of the entrepreneurship program. Key building blocks: in class debate, field cases, redefinition and development of business ideas moderated by instructors. Students will be expected to work for and with entrepreneurs and develop business models that can be implemented. They will present a working model by the completion of the course. Successful entrepreneurs will participate as speakers/moderators and mentors for the participating students. Prerequisites: BU 343 or Admission to the School of Business.
BU 371 Digital Marketing (3)
Examines how digital technologies can be employed to enhance and implement the marketing function. Provides an overview of the concepts defining the digital environment and examines the concepts and techniques that characterize marketing in the digital environment. Prerequisite: BU 360.

BU 374 Principles of Risk and Insurance (3)
The study of risk and insurance, dealing with the principal risks to which individuals are exposed, and the various means of dealing with risk, including insurance, risk retention, self-insurance, and loss prevention. Examines the responsibilities and activities for treating risk at three levels: personal and family, employer, and government.

BU 375 Property and Liability Insurance (3)
An advanced insurance course of current financial, legal and social problems involving property-liability insurance; analysis of legal problems involving insurance coverage, financial aspects, and governmental regulation of the property-liability insurance enterprise, and economic aspects of the insurance industry. Prerequisite: BU 374.

BU 378 Life and Health Insurance (3)
The problems of and the alternative techniques for the insuring of health and human life values from the differing viewpoints of the company, the economy, and the consumer. Among the topics covered are health and financial needs in the life cycle of the family, settlement options and the programming elements of business insurance, estate planning, probability theory mortality, rating and reserves, and the recent changes in the health insurance industry. Prerequisite: BU 374.

BU 381 Business Finance (3)
Theory and techniques of financial management, designed to provide the basic financial background needed by students in business, economics, or related fields. Topics include: capital budgeting, capital structure, dividend policy, the cost of capital, and working capital management. Prerequisites: AC 224, AC 225, BU 250, MA 141, EC 211 (or MA 343), and 2.0 GPA.

BU 387 Credit Management (3)
Principles and procedures involved in mercantile and consumer credit. The organization and operation of a credit department, source of credit information, and collection procedure and policies. Prerequisites: EC 200 and EC 201.

BU 389 Entrepreneurial Finance - Small Business (3)
The financial aspects of the management of small business and entrepreneurial firms (sole proprietorships, partnerships, small nonpublic corporations). Prerequisite: BU 381.

BU 390 Principles of Real Estate (3)
A course that surveys the many areas of the real estate business and real estate investment. Financing, appraisal, loan closing, marketing, property management, land description, title transfer and other topics are included in the course.

BU 392 Real Estate Law (3)
Elements of property laws, purchase contracts, listing agreements, estates and trusts. Prerequisite: BU 315.

BU 393 Real Estate Appraisal (3)
An introduction to real estate appraising including the market comparison, cost and income approaches to value with emphasis on house appraisal.

BU 403 Special Topics/Business (3)
Selected topics announced in advance. May be taken more than one semester. Prerequisite: Admission to the School of Business. Other prerequisites will be specified for each topic.

BU 404 Independent Study-Business (3)
Individual study of a topic in business. Activity must be supervised by a full-time School of Business faculty member with professorial rank. Prerequisites: Admission to the School of Business and consent of directing faculty member prior to enrollment.

BU 405 Honors Research-Business (3)
Restricted to those students seeking to qualify for honors in the major field and designed to provide an intellectual challenge for superior students with a strong interest in scholarship. Course activity must be supervised by a member of the full-time School of Business faculty with professorial rank. Prerequisites: Admission to the School of Business and consent.

BU 406 International Business and Entrepreneurial Experience (3)
First-hand business experience acquired in an international setting. Analysis of business problems, ideas, opportunities, techniques, and strategies in an international context. Emphasizes changes in competition and market structure abroad. Washburn students will work in teams with foreign students to solve a problem for an overseas company. With approval, this course may be taken for credit more than once. Prerequisites: Admission to the School of Business, BU 315, BU 347, BU 381 (or concurrent), and consent.

BU 416 Commercial Transactions (3)
Commercial law in the area of the Uniform Commercial Code, suretyship, insurance, professional responsibilities, etc. Prerequisites: Admission to the School of Business and BU 315 recommended.

BU 417 Legal Business Associations (3)
Examination of the law of agency, partnerships, corporations, and security regulations. Prerequisites: Admission to the School of Business and BU 315 recommended.

BU 419 Labor Relations (3)
Labor relations and collective bargaining including the history, structure, and policies of labor organizations. Mediation and arbitration are considered. Prerequisites: Admission to the School of Business and EC 341.

BU 449 Strategic Management (3)
Integrate the functional areas of business in formulating and implementing basic policy for business. Analytical approach to strategic decisions applied to practical examples of problems faced by business firms. May not be taken for graduate credit. Prerequisites: Admission to the School of Business, BU 342, BU 347, BU 360, BU 381, and 2.0 GPA.

BU 457 Multinational Enterprise Practices (3)
Multinational enterprise principles and solutions to meet international accounting and global supply chain business needs. Benefits risks, and costs associated with MNE managers' decisions. Prerequisite: Admission to School of Business, and BU 342 or BU 355.

BU 460 Small Business Institute (3)
Student groups counsel and consult with small business firms selected by the Small Business Administration and the instructor. Field work with the firms provides opportunities to identify and analyze problems, and to make recommendations. Prerequisites: Admission to the School of Business, senior business major, and consent.

BU 461 Small Business Institute (3)
Student groups counsel and consult with small business firms selected by the Small Business Administration and the instructor. Field work with the firms provides opportunities to identify and analyze problems, and to make recommendations. Prerequisites: Admission to the School of Business, senior business major, and consent.
BU 470 Entrepreneurship Clinic (3)
The capstone of the entrepreneurship program. Key building blocks: in
class debate, field cases, redefinition and development of business ideas
moderated by instructors. Students will be expected to work for and with
entrepreneurs and develop business models that can be implemented.
They will present a working model by the completion of the course.
Successful entrepreneurs will participate as speakers/moderators and
mentors for the participating students. Prerequisites: BU 115, BU 260 and
junior status; or EC 201 and CM 335 and junior status; or admission to
the School of Business.

BU 471 Marketing Management (3)
Examination of the strategic marketing management process planning,
implementation, and control. Topics include: environmental, competitor,
and customer analysis; market targeting; the marketing mix; and the
international aspects of marketing management. Case analysis and
marketing models are used. Prerequisites: Admission to the School of
Business and BU 360.

BU 473 Marketing Channels (3)
The distribution function of the marketing mix. Topics include: channel
structure and function; strategic channel development; channel
management and logistics; direct channels, service channels, franchising,
and international distribution channels. Prerequisites: Admission to the
School of Business and BU 360.

BU 475 Theory of Insurance (3)
The nature and cost of risk in our economic society, and of the methods
of handling it. Prerequisites: Admission to the School of Business and
BU 375.

BU 477 International Finance (3)
The financial management of a multinational business enterprise.
Develops strategies for investing internationally, including hedging
exchange rate risk, adjusting to client preferences and home currencies,
evaluating performance, estimating a corporation’s exposure to real
exchange rate risk, strategies to hedge risk or to dynamically adjust to
shocks, and reasons for a corporation to hedge. Also covers international
capital budgeting, multinational transfer pricing, and international cash
management. Prerequisites: Admission to the School of Business and
BU 381, or equivalent (assumes accounting and statistics).

BU 483 Investments (3)
The theory and techniques of financial asset analysis including the
fundamental, technical, and efficient market approaches. The course is
designed to provide background needed by individuals (regardless of
major) to make investment decisions. Topics include: market mechanism,
mutual funds, the yield curve, fundamental common stock analysis, and
portfolio theory. Prerequisites: Admission to the School of Business and
BU 381.

BU 484 Applied Portfolio Management (3)
Provides students with the opportunity to practice investment
analysis and portfolio management. Students analyze stocks and
other investments. Based on student research, funds provided by the
university are allocated to various investments and held in a portfolio
that is reviewed and updated in subsequent semesters. Prerequisites:
Admission to the School of Business, BU 347 and 483.

BU 488 Financial Management (3)
Specialized skills in corporate financial management are developed
through the application of techniques such as the discounted cash
flow method, dividend valuation model, capital asset pricing model, and
options pricing models. Problem areas covered include working capital
management, capital budgeting, and capital structure. Prerequisites:
Admission to the School of Business and BU 381.

BU 491 Real Estate Finance (3)
Methods of financing residential, commercial and industrial properties.
The nature of mortgage loans for construction and permanent financing
and land development. Sources of funds, lender requirements, and loan
and investment yield analysis. Secondary mortgage market financing.
Prerequisites: Admission to the School of Business and BU 381.

BU 493 Income Property Appraisal (3)
Techniques and methods used in appraising income properties.
Prerequisites: Admission to the School of Business and BU 393.

BU 495 Real Estate Investment (3)
Cash flow and investment return analyses are applied to income-
producing properties. The most commonly used methods of yield
analysis are used in real estate investment case analysis. Financing,
appraisal, taxation, and property rights are applied to apartment and
office buildings, rental houses, shopping centers, industrial parks, and
other types of properties. The capstone real estate course. Prerequisites:
Admission to the School of Business.

BU 499 Internship in Business (3)
Professional work experience with a business firm or governmental
agency in the following areas of specialization: finance and banking,
management, and marketing. The work situation must create a new
learning experience for the student. Credit hours may be used only as
elective business hours and will not count toward the minimum
63 hours of accounting, business, and economics hours required of
the BBA candidate. The grade will be awarded on a pass-fail basis,
as determined by the supervising faculty member. Prerequisites:
Admission to the School of Business, BU 347, consent of the major area
faculty, appropriate academic background, at least seventy-five (75)
semester credit hours, at least a 2.5 overall GPA, and meet the general
qualifications specified by the sponsoring business firm or governmental
agency.

Data Analytics
DA 348 Data Discovery and Management (3)
Students will identify and manipulate data that will provide actionable
information to solve business problems. Prerequisite: CM 105 or CM 111;
EC 211, BU 248, and BU 250

DA 358 Data Methods and Warehousing (3)
Students will learn methods to process a variety of data types
(unstructured and semi-structured) and to use technologies that convert,
analyze and store large volumes of data. Unstructured and semi-
structured data will be converted into information useful for problem
solving. Prerequisite: DA 348

DA 368 Data Mining and Modeling (3)
Students will learn technologies that can be used to discover
relationships among data. These relations can be used to create models
used to predict or classify new data. Prerequisite: DA 348

DA 478 Data Analytics Applied - Practicum (3)
Students will apply the data analytics process, including data discovery,
transformation, organization, and modeling, to a real-world project and to
effectively communicate the solutions. Prerequisite: DA 358 and DA 368.

Economics
Economics courses cannot be used to meet the general education
distribution requirement in the social science area for students seeking
the BBA, but they can be used to meet the requirement for twelve
additional hours in a general education discipline. (See BBA requirements
for details.)
Major Areas of Concentration

EC 100 Introduction to Economics (3)
Factors determining the general levels of employment and inflation are examined as well as an analysis of markets, prices and production. Current economic problems are used to illustrate these concepts. Not open to students who have credit in EC 200 or EC 201. EC 100 may not be used as a substitute for EC 200 or EC 201. (General Ed Social Science. Quan and Sci Reason Lit.)

EC 200 Principles of Microeconomics (3)
The fundamentals of price theory. A study of the interaction of markets and decisions made by consumers and firms. Market structure, allocation of resources, and efficiency issues are addressed. Prerequisites: MA 116 (recommended) or MA 112, or higher. (Formerly EC 202) (General Ed Social Science. Quan and Sci Reason Lit.)

EC 201 Principles of Macroeconomics (3)
Nature and performance of the American economy considered in the aggregate. Topics include the determinants of aggregate output, unemployment, and inflation. Analyses of national income, business cycles, fiscal and monetary policies, and international trade are introduced. Prerequisites: EC 200, MA 116 (recommended) or MA 112, or higher. (General Ed Social Science. Quan and Sci Reason Lit.)

EC 211 Statistics for Business and Economics (3)
The application of statistical methods to decision problems in business and economics. Topics include sampling distributions and their properties, statistical inference, simple linear and multivariate regression analysis, application of regression and smoothing techniques to time series analysis, analysis of variance, distribution-free and chi-square test procedures, and concepts of statistical quality control. Prerequisites: MA 140, or its equivalent, and MA 116 (or MA 141 or MA 151 or higher), or their equivalents with grades of C or better.

EC 300 Microeconomic Analysis (3)
An in-depth analysis of the behavior of individual economic units and various economic policies is developed, using the tools of price theory and game theory. Prerequisites: EC 200, EC 201, MA 141, and 2.0 GPA.

EC 301 Macroeconomic Theory (3)
A study of the determinants of the level of aggregate income, employment, and prices. Analyses of secular and cyclical changes in economic activity, and of the effects of public policy on aggregate economic experience. Integration of international trade and finance into macroeconomic models. Classical, Keynesian, and Monetarist theories are analyzed. Prerequisites: EC 200, EC 201, MA 141, and 2.0 GPA.

EC 306 Game Theory and Applications (3)
Acquaints the student with concepts and tools of game theory and their use in strategic decision making. Applications of game theory to business, sociology, political science, and evolutionary biology are discussed. Prerequisites: MA 140 and MA 141 or higher.

EC 310 History of Economic Thought (3)
Comparative study of the historical origin, content, and impact of selected schools of economic thought. Emphasis upon tracing evolution of economic theories out of specific historical contexts. Major schools of economic thought from the Greeks through Adam Smith to the present. Prerequisites: EC 200 and EC 201.

EC 313 Industrial Organization and Policy (3)
An in-depth look at market structures and their effect on tactics and strategies of firms. Includes economic analysis of government efforts to regulate and control business activities. Prerequisites: EC 200 and EC 201.

EC 341 Labor Economics (3)
An analysis of the market for labor in the United States. Investigates issues of wage determination, worker productivity, labor supply and demand analysis, employment, and education and training. May include income inequality, discrimination, promotion, compensation, and immigration. Prerequisites: EC 200 and EC 201.

EC 388 Urban & Regional Economics (3)
The location of economic activity for firms, industries and cities used as a base for considering regional growth and decline and urban economic structure, problems, and policies. Prerequisites: EC 200 and EC 201.

EC 403 Special Topics/Economics (3)
Selected topics announced in advance. May be taken more than one semester. Prerequisites will be specified for each topic.

EC 404 Independent Study-Economics (3)
Individual study of an economic problem. Course activity must be supervised by a member of the full-time faculty with professorial rank in the School of Business. Prerequisite: Consent of directing faculty member prior to enrollment.

EC 405 Honors Research in Economics (3)
Restricted to those students seeking to qualify for honors in the major field. The study is designed to provide an intellectual challenge for superior students with a strong interest in scholarship. Course activity must be supervised by a member of the full-time faculty with professorial rank in the School of Business. Prerequisites: Senior major and consent.

EC 409 Introductory Econometrics (3)
An introduction to analysis and its applications. Investigates the use of linear regression models, their standard assumptions, and correction for violation of these assumptions. Special topics may include qualitative explanatory variables, distributed lags, and simultaneous equation models. Prerequisites: EC 200, EC 201, and EC 211 (or MA 343).

EC 410 International Economics (3)
The theory of international trade and international finance. Costs and benefits of international economic interdependence. Discussion of current issues in trade policy and the international economic system. Prerequisites: EC 200 and EC 201.

EC 480 Public Finance (3)

EC 485 Money & Banking (3)
The economic principles and institutional features of money, the payments system, and the financial system, with emphasis on commercial banking. Analyzes the Federal Reserve System and the effect of monetary policy on the economy. Prerequisites: EC 200 and EC 201.

EC 499 Internship in Economics (3)
Professional work experience with a government agency, financial institution, or other business firm in the area of economic analysis or planning. The work situation must create a new learning experience for the student. Credit hours in this course will not count toward the minimum 63 hours in the School of Business required for the BBA. The student’s grade will be awarded on a pass/fail basis, as determined by the supervising faculty member. Prerequisites: Consent of major area faculty, appropriate background, at least seventy-five (75) semester credit hours, at least a 2.5 overall GPA and meet the general qualifications specified by the sponsoring business firm or governmental agency.