Prerequisite: Introduction to Sociology SO-101. Either semester.

361 Industrial Sociology — 3 credits
Study of the social organization of work with attention to internal human relations and to the external relations in the community. Prerequisite: Introduction to Sociology SO-101. Either semester.

401 History of Sociology — 3 credits
Presociological perspectives on society from ancient times to the present. Relationships of social thought and social structure. Theories of selected sociologists. Prerequisite: SO-101. Fall semester.

402 Current Sociological Perspectives — 3 credits
Major theoretical issues in contemporary sociology; works of leading contemporary sociologists. Prerequisite: SO-101. Spring semester.

403 Social Change — 3 credits
This course will study the factors influencing the acceptance or rejection of innovations, and their effects on social institutions. Prerequisites: SO 101 and upper division status. Either semester.

407 Sociology of Religion — 3 credits
A study of religion as a social phenomenon. Prerequisite: SO-101 and upper division standing. Offered alternate years — Either semester.

415 Juvenile Delinquency — 3 credits
A study of causation, treatment, and control of juvenile delinquency. Prerequisite: Introduction to Sociology SO-101. This course may be used as a Sociology or Criminology credit. Either semester.

417 Criminology — 3 credits
Crime, criminals, and control. Prerequisite: Introduction to Sociology SO-101. This course may be used as a Sociology or Criminology credit. Either semester.

421 Social Stratification — 3 credits
Examination of the theoretical and methodological problems in the study of the wealth, prestige and power distribution of local and national stratification systems; implications for the functioning of communities with emphasis on the problems of poverty. Prerequisite: SO-101. Second semester.

424 Rural Sociology and the Emerging Nations — 3 credits
Sociology as especially applied to the phenomena of rural life — study of the rural community. Prerequisite: Introduction to Sociology SO-101. Either semester.

426 The Urban Community — 3 credits
An examination of the changing growth, demographic, stratification and institutional structure of urban communities; the causes of urbanization and its consequences for individual and group interaction. Prerequisite: Introduction to Sociology, SO-101. Either semester.

498 Sociology Seminar — 2 credits
Intensive study of selected problems in sociology. Prerequisite: Senior standing. Spring semester.
MAJOR SUBJECT REQUIREMENTS

THEATRE:
- Introduction to Theatre: 3 units
- Technical Theatre: 6 units
- Acting (lower division): 3 units
- Stage Voice: 3 units
- World Drama: 6 units
- Directing: 3 units
- Theatre History: 3 units
- Senior Projects: 3 units
- Contemporary Drama: 3 units

(Upper Division — 21)

SECONDARY EDUCATION:
Departmental requirements for the Secondary Education Option are the same as regular theatre major plus:
- TA-402 Directing
- E-345 or E-346 Shakespeare is substituted for Contemporary Drama TA-445
The student must also satisfy the requirements for teacher certification.

THEATRE ARTS MAJOR

Bachelor of Arts Program
(Suggested Sequence: departmental requirements are indicated by asterisks)

THEATRE EMPHASIS:

FRESHMAN YEAR:
- English Composition: 3 SEM. | 1ST SEM.
- Physical Education*: 3 SEM. | 2ND SEM.
- Laboratory Science: 4 | 4
- General Psychology*: 3 | —
- Introduction to Theatre*: 3 | —
- Technical Theatre*: 3 | 3
- Introduction to Art or Music | 3

14 | 17

SOPHOMORE YEAR:
- Literature Elective: 3
- Dramatic Literature*: 3
- Western Civilization*: 3 | 3
- Acting*: 3 | 3
- Social Science Elective*: 3 | 3
- Laboratory Science: 4 | 4
- Oral Interpretation: 3 | —
- Electives: 6 | 1

16 | 16

JUNIOR YEAR:
- Foreign Language: 4 | 4
- Stage Voice*: 3 | —
- World Drama*: 3 | 3
- Electives (Upper Division): 6 | 8

16 | 15

SENIOR YEAR:
- Directing*: 3 | —
- Theatre History*: 3 | 3
- Senior Projects*: 3 | 3
- Electives (Upper Division): 6 | 6
- Contemporary Drama*: 3 | —
- Theatre Theory & Criticism: 3 | —

15 | 15

SECONDARY EDUCATION EMPHASIS:

FRESHMAN YEAR:
- English Composition: 3 | 1ST SEM.
- Physical Education*: 1 | 2ND SEM.
- Laboratory Science: 4 | 4
- Fundamentals of Speech: 3 | —
- General Psychology*: 3 | 3
- Introduction to Theatre*: 3 | 3
- Technical Theatre*: 3 | 3
- Electives: 4 | 3

17 | 17

SOPHOMORE YEAR:
- Literature Elective: 3 | —
- Dramatic Literature*: — | 3
- Western Civilization*: 3 | 3
- Laboratory Science: 4 | 4
- Social Science Elective: 3 | —
- Oral Interpretation: 3 | 3
- Acting*: 3 | 4
- Electives: 4 | 3

16 | 16

JUNIOR YEAR:
- Foreign Language: 4 | 4
- Stage Voice*: 3 | —
- Shakespeare*: — | 3
- Speech for Teachers: 3 | 3
- Educational Psychology: 3 | —
- Foundations of Education: 3 | —
- Philosophy: 3 | —
- World Drama*: 3 | 3

16 | 16

SENIOR YEAR:
- Directing*: 3 | 3
- Theatre History*: 3 | 3
- Senior Project*: — | 3
- Secondary School Methods: 3 | —
- Education Elective: 3 | —
- Practice Teaching: 3 | —
- Electives: 3 | —

15 | 15
Lower Division

107 Introduction to Theatre — 3 credits
A survey course designed to stimulate an appreciation of drama and allied art forms, through the study of the history of theater, dramatic literature and techniques. Each semester.

117-118 Technical Theatre — 3 credits
Provides the student with a practical knowledge and skill in the principles of the technical aspects of theatre; the mechanical characteristics of the stage and the elements used in productions; development of drafting skills, problem solving in staging, and the rudiments of lighting and design. Three hours of lecture plus four hours of lab per week required. Fall, Spring semesters.

162 Stage Make-up — 2 credits
Investigation of and production analysis of stage make-up; the relationship of actor to play and audience; an integration of make-up and other technical aspects that influence this particular art. Practical application is performed. Purchase of make-up kit required. Fall semester.

215-216 Acting — 3 credits
Entails study of and practice in the basic principles, terminology, and disciplines of the acting art. Fundamentals of speech and movement for the actor, appraisal and analysis of stage techniques, acting theories and practices, and recent internationally representative roles are investigated. One hour lecture, two hours lab per week required. Fall, Spring semesters.

220 Cinema: History and Aesthetics — 3 credits
An examination of the beginnings and development of motion pictures with attention given to the qualities peculiar to cinema which give it validity as a unique art form. Offered in the fall of alternate years beginning with 1972.

Upper Division

311-312 Advanced Acting — 3 credits
Intensive study in the problems of the actor in Classical Drama, Shakespearean Drama, Restoration Comedy and the modern realistic play. Skills and techniques are applied to the production of actual scenes of the categorized type. Prerequisite: TA 215-216 or consent of instructor. Fall, Spring semesters.

331 Major Production Participation — 1 credit
Significant participation in a major college production in some phase of technical theatre or acting or management.

One hour of credit allowed per semester, maximum 4 credit hours. Each semester.

333 Stage Voice — 3 credits
Techniques and practice in the use of the voice in the theatre with emphasis on diction, projection, and vocal flexibility, as applied in work with actual scenes. Either semester.

341 World Drama 500 BC-1570 — 3 credits
Study of outstanding selections of dramatic literature. The plays are studied from a theatrical point of view, i.e., they are approached as scripts intended for production as well as examples of literary form. Plays and playwrights from 500 B.C. through 1570 A.D. are covered. Alternate Fall semesters. (Not offered in 1972).

342 World Drama 1570-1870 — 3 credits
Same as TA 341. except that the period covered is from 1570 A.D. through 1870. Alternate Spring semesters.

343 World Drama 1870 to 1960 — 3 credits
Same as TA 341 except that the period covered is from 1870 to 1960. Alternate Spring semesters. (Not offered in 1972).

351 Elements of Scenic Design — 3 credits
Major skills of beginning design. Included will be art techniques for theatre; research in major periods of scenic design, examination of major designers' works, and practical experience in designing for all major types of stages. Prerequisite: TA 117-118. Fall semester.

352 Costume Design — 3 credits
Major skills of beginning costume design. Included will be art techniques for theatre; research in major periods of costume design; examination of major costume designers' works, and practical experience in designing for all manner of productions. Prerequisite: TA 117-118. Spring semester.

362 Stage Lighting Design — 3 hours credit
A study of the theories, principles and practices of stage lighting including both aesthetic conception and practical application. Script analysis and lighting theory applied to actual designs for various stages and productions. Prerequisite: TA 117-118. Alternate spring semesters.

401-402 Directing — 3 credits
Basic theory and techniques of stage directing. Includes the direction of scenes and one-act plays. Special problems in directing are presented. Prerequisite: Upper Division standing. Each semester.
421g-422g Theatre History — 3 credits
Investigation of the periods of major importance in the development of theatre. The first semester will include the period from 800 B.C. through approximately 1550 A.D.; the second semester from the Elizabethan period through the end of the 19th century. Fall, Spring semesters.

431 Advanced Scenic Design — 3 credits
Entails solving difficult design problems in the staging of multiple scenes, experimentation with new styles of staging, and designing and executing sets and lights for student productions. It shall include the complete planning of a design for a relatively complex play. Prerequisite: TA 351 and consent of instructor. Spring semester.

441-442 Playwriting — 3 credits
The techniques and limitations of writing for the stage: basic approaches to creative writing for the theatre, techniques and their application, structural necessities, and special problem investigation: writing of a complete play. Fall, Spring semesters.

445 Contemporary Drama — 3 credits
A study of world drama since 1960 with an emphasis on current research materials and techniques. Spring semester.

451 Theatre Theory and Criticism — 3 credits
Aesthetic theory as it pertains to the art of the theatre: script and production analysis based upon theoretical principles, and their practical application. Prerequisite: Senior standing. Fall semester.

461 Experimental Theatre — 2 credits
Investigation and clarification of the values in new trends and techniques of the theatre art. The purpose is to determine the most effective means of theatrical communication with the contemporary audience. Prerequisite: Junior standing or consent of instructor. Fall semester.

463 Theatre Management — 2 credits
Study and practice of the style and development of public communications for theatre through individual and mass media, the organization and execution of financial, statistical data, and the operation and control of the mechanical process of presenting theatre productions to the public. Prerequisite: Junior standing. Spring semester.

487g-488g Children's Theatre — 3 credits
Preparation for successful work in the production of plays for primary school audiences. Theory and techniques of children's theatre production; selection and mounting of a selected script. Fall, Spring semesters.

491 Senior Projects — 3 credits
A culminating work for the theatre major. The student will completely research, plan, and execute a theatrical endeavor relative to his emphasis in theatre. This endeavor will be accompanied by a formally written, fully documented thesis describing his production and the concept involved. Spring semester.

GRADUATE COURSES OFFERED BY SCHOOL OF ARTS & SCIENCES

These courses are intended as part of the MA in Elementary Education Programs. They are offered in response to needs indicated specifically by The School of Education.

AR ART

AR-521 Teaching Through Experimental Art Media — 3 credits (summer school only)
Varied and unusual experimental art media to be used in conjunction with individual teaching techniques. Students will have the opportunity to solve procedural problems and adapt art media to teaching experiences. Some outside reading will be required; however, most work will be done in class. A reading bibliography will be required, as well as a written paper. Six studio hours per week. Prerequisite: Graduate standing.

Selected Topics in the following functional areas will be offered as staff availability permits — 3 credits each:

AR-580 Selected Topics — Drawing
AR-581 Selected Topics — Painting
AR-582 Selected Topics — Art History
AR-583 Selected Topics — Advertising Design
AR-584 Selected Topics — Printmaking
AR-585 Selected Topics — Ceramics
AR-586 Selected Topics — Sculpture

AR-588 Seminar in Art — 3 credits
Upon selection of an approved topic, the student will research it thoroughly, present an annotated bibliography, and present an oral report of the topic, utilizing visual material in his presentation. The student will then present a research paper concerning his topic. Prerequisite: Graduate standing. One semester.

GO GEOLOGY FOR ELEMENTARY TEACHERS

GO-511 Environmental Geology — 3 credits
Environmental Geology deals with the geologic aspects of man's interaction with his environment. Topics considered include energy sources, conservation of metallic and non-metallic mineral resources, soil and water conservation, the water cycle, earthquakes, vulcanism, mass-wasting and other geologic hazards. The resource needs of our expanding population will be contrasted with the growing requirement for the protection of our frail environment. Prerequisites: Physical Geology GO-101, Fundamentals of Geology GO-100 or consent of instructor.

GO-521 Advanced Topics in Earth Science — 3 credits
The study, review, and discussion of current literature, classroom and laboratory demonstrations, teaching aids and preparation of field trips itineraries relative to geology, astronomy, meteorology, and oceanography. The course is designed to provide background knowledge, skills, and material resources that can be directly applied to increase the students capability to teach earth science in the elementary and secondary school.

GO-597 Independent Study and Research — 1-4 credits
Field or library research project. Student may work on his own problem or select from a list provided by instructor. Weekly progress meetings, final report. Prerequisites: Historical Geology or Fundamentals of Geology and/or consent of instructor.
GS  GENERAL SCIENCE — FOR ELEMENTARY TEACHERS

GS-501  History of Science Since 1500 — 3 credits
History of Science is a survey of man's efforts to understand the natural world. The contributions of ancient cultures to the development of science are presented as an introduction to the evolution of science since the 16th century. A survey of the rise of "modern science" since 1500 A.D. will emphasize the historical development of modern scientific thought. Historical illustrations of the nature of scientific research and the roles of empiricism, technology, government and scientific societies in the evolution of science will be presented. Prerequisite: Consent of instructor.

HY  HISTORY

HY-363g  United States Social and Cultural History — 3 credits
HY-364g  United States Social and Cultural History — 3 credits
United States social and cultural development from colonial times to the present. Attention will be given to the nature and meaning of the United States national experience by examining customs, traditions, and intellectual developments in their historical context. Prerequisite: HY-151-152. Either semester.

M  MATHEMATICS FOR ELEMENTARY TEACHERS

M-503  Algebraic Systems — 3 credits
Number systems and other algebraic systems from a modern point of view. The emphasis will be on the concept of algebraic structures. Prerequisite: M-104. First semester.

M-504  Geometric Concepts — 3 credits
Informal geometry and topology. The emphasis will be on problem solving techniques and pattern recognition. Prerequisite: M-104. Second semester.

MU  MUSIC

MU-571  Advanced Practices and Principles in Teaching Music in the Elementary School — 3 credits
The course is designed to extend the professional teacher's knowledge of teaching techniques and curricula of the elementary school classroom music program. Included will be problems in teaching elementary school music, the teaching of reading skills in music, the non-singer in the classroom, creative musical activities to be used in the classroom, new approaches to music education such as the Threshold to Music and Manhattanville Music Curriculum Program, and the survey of pertinent research relevant to the development of musicality in young children. Spring Semester. Prerequisites: Public School Music, MU-371, general or special experience in classroom teaching, or consent of instructor.

MU-572  Listening and Singing Experiences for the Elementary School — 3 credits
This course is designed to present in-depth experiences in musical works and songs which can be used in the elementary classroom. Phonograph recordings, music series books and films will be surveyed and examined for use in the classroom. New media approaches will be introduced for the building of concepts of music perception. Ways of integrating listening works with singing activities through a conceptual approach will be stressed. Also emphasized will be ways of correlating musical activities with the areas of literature, painting, sculpture and architecture. Students will be directly involved in teaching lessons within the class. Prerequisites: Public School Music, M-371, experience in general or special classroom teaching, or consent of instructor. Fall semester.

PS  PHYSICAL SCIENCE — FOR ELEMENTARY TEACHERS

PS-501  Basic Physical Science for Elementary Teachers — 3 credits
An introduction to the basic ideas of physical science including matter, motion, energy, electricity, magnetism, heat, light, sound, wave motion, atomic energy, and astronomy. Elementary concepts will be discussed and demonstrated with emphasis on methods that can be used by elementary school students. Students will be expected to make one demonstration to present to the class during the course. Prerequisite: None.

TA  THEATRE ARTS

TA-421g  Theatre History — 3 credits
TA-422g  Theatre History — 3 credits
Investigation of the periods of major importance in the development of theatre. The first semester will include the period from 800 B.C. through approximately 1550 A.D.; the second semester from the Elizabethan period through the end of the 19th century. Fall, Spring semesters.

TA-487g  Children's Theatre — 3 credits
TA-488g  Children's Theatre — 3 credits
Preparation for successful work in the production of plays for primary school audiences. Theory and techniques of children's theatre production; selection and mounting of a selected script. Fall, Spring semesters.

The following courses are intended to support the MBA program, and are offered at the expressed request of the School of Business.

M  MATHEMATICS FOR MBA

M-561  Mathematics for Operations Research — 4 credits
An introduction to mathematical techniques commonly used to solve problems which call for a decision based on evaluation of several variables. Matrices, calculus, probability and statistics from the user's point of view. Solution of deterministic problems by linear and non-linear programming and the simplex method with emphasis on applications in management decision situations. Introductory dynamic programming as a method for solution of stochastically controlled systems. Prerequisite: Consent of instructor. Each semester.
school of business
PART IV

SCHOOL OF BUSINESS

Dean: V. Dale Blickestaff, Ed.D.
Assistant Dean: J. G. Doss, M.S.

DEPARTMENTS AND FACULTY

OBJECTIVES

CENTER FOR BUSINESS AND ECONOMIC RESEARCH

SPECIAL REQUIREMENTS AND OPTIONS

BACHELOR DEGREE PROGRAMS

TWO YEAR PROGRAMS

COURSE OFFERINGS

MASTER OF BUSINESS ADMINISTRATION
SCHOOL OF BUSINESS

Dean: V. Dale Blickenstaff, Ed.D.
Assistant Dean: J. G. Doss, M.S.

Departments and Faculty

Department of Accounting and Data Processing:
Dr. Curtis Graham, Chairman
Professor: Blickenstaff
Associate Professors: Graham, Carson, Underkofler
Assistant Professors: Bell, Gines, Maxson, Medlin
Special Lecturer: Bradley

Department of Business Education and Office Administration:
Dr. Marvin A. Clark, Chairman
Associate Professors: Clark, Cornwell, Johnson, Albertson
Assistant Professors: Brender, Manship, Williamson
Instructor: Crumpacker

Department of Economics:
Dr. Ellis W. Lamborn, Chairman
Professor: Lamborn
Associate Professors: Asmus, Eastlake, Hart, Mitchell, Payne

Department of General Business:
Dr. Charles D. Phillips, Chairman
Professors: Miller, Phillips, Wilson, Young
Associate Professors: Gill, Godfrey, Knowlton, Owens, Sudder, White
Assistant Professors: Allen, Dafucus, Doss, Hamilton, Lane, Lyon, Tipton, Waldorf

Summary of Graduate Faculty by Rank
Professors ........................................... 6
Associate Professors ................................ 13
Assistant Professors .................................. 21

OBJECTIVES

The broad scope of offerings within the School of Business requires and embraces a variety of objectives. In general, the school seeks to prepare young men and women for positions of responsibility in business and government units and to provide education to assist all students in becoming responsible members of the democratic society and the economic system in which we live.

More specific objectives would include:

1. The preparation of graduates for management training entrance into business oriented fields, providing a broad background of liberal and occupational oriented courses.

2. The preparation of graduates for entrance positions in specialized occupations such as sales, accounting, or office management.

3. The education of business oriented workers for positions requiring less than the normal 4-year course of study through specialized curricula.

4. The preparation of non-business students as well as business students for assumption of citizenship responsibilities in their future relationships with the business world.

5. The preparation of graduates for entrance into graduate schools of business or public administration.

6. The preparation of business teachers for positions at the high school level and beyond.

CENTER FOR BUSINESS AND ECONOMIC RESEARCH

A Center for Business and Economic Research has been established within the School of Business to support and further research opportunities for students and faculty. The research takes a variety of forms, to be utilized by both the community at large and specific clients. Faculty, graduate and upper division students are used in part-time capacities as the need arises.

SPECIAL REQUIREMENTS AND OPTIONS

The Bachelor of Business Administration degree is available by completing all requirements for that degree as listed on the following pages under the appropriate major. Additionally, School of Business students may qualify, at their option, for the BA or BS degree by completing the additional liberal arts or science courses required for those degrees. (See pages 33-35 for BA or BS requirements.) Faculty advisors should be consulted about these additional requirements.

Advanced Placement
Students with a background in material covered by a specific course because of training in high school, business college, or work experience, may request direct placement in higher level courses of that area. Any credit hours saved by such placement may be used as electives.

Two-year Programs
Specialized curricula in Mid-Management, Fashion Merchandising, Secretarial Science, and Medical Secretarial areas are offered in addition to the baccalaureate programs. Most students enrolled in such programs plan to leave college at the end of two years after earning a diploma or the A.S. degree. Credits earned in such courses may be later applied toward the Bachelor's degree but students should understand that they may be required more than an additional 64 hours of credit to meet all requirements for the Bachelor's degree.

Independent Study See page 7.
### BACHELOR DEGREE PROGRAMS

NOTE: The student will find under each major the particular course of study to follow. Where the term "general electives" or Areas I, II, or III appear, refer to the inclusive listing of courses in the areas in Part III, Graduation Requirements.

#### ACCOUNTING MAJOR

**Bachelor of Business Administration Program**

<table>
<thead>
<tr>
<th>FRESHMAN YEAR:</th>
<th>1ST SEM.</th>
<th>2ND SEM.</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Composition (Area I)</td>
<td>3</td>
<td>3</td>
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<tr>
<td>Introduction to Business</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Mathematics (Area III)</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Principles of Accounting</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>General Electives (Area I, II or III)</td>
<td>6</td>
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<td>16</td>
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</tbody>
</table>

**SOPHOMORE YEAR:**

- Principles of Economics (Area II)                                             | 3        | 3        |
- Intermediate Accounting                                                       |          | 3        |
- Introduction to Data Processing                                               | 3        |          |
- Business Statistics                                                           |          | 3        |
- General Electives (Area I, II or III)                                         | 7        | 7        |
|                                                                              | 16       | 16       |

**JUNIOR YEAR:**

- Business Law                                                                  | 3        | 3        |
- Price Theory                                                                  |          | 3        |
- Cost Accounting                                                               | 3        |          |
- Managerial Accounting (area II only)                                          |          | 3        |
- Principles of Management                                                     | 3        |          |
- Federal Income Tax (a)                                                        |          | 3        |
- General Electives (Area I, II or III)                                         | 6        |          |
|                                                                              | 15       | 15       |

**SENIOR YEAR:**

- Auditing                                                                     | 3        |          |
- Human Relations                                                              |          | 3        |
- Business Communications                                                      | 3        |          |
- Income and Employment                                                        |          | 3        |
- Seminar in Business Administration                                          | 2        |          |
- Marketing                                                                   |          | 3        |
- Corporate Finance                                                           | 3        |          |
- Accounting Elective                                                          |          | 3        |
- Business Electives (b)                                                       | 6        | 5        |
|                                                                              | 17       | 17       |

(a) Tax Factors in Business Decisions may be taken to satisfy this requirement.

(b) With the permission of the student’s advisor, additional accounting courses or arts and science courses may be substituted.

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#### BUSINESS EDUCATION MAJOR

**(Shorthand Option)**

**Bachelor of Business Administration Program**

<table>
<thead>
<tr>
<th>FRESHMAN YEAR:</th>
<th>1ST SEM.</th>
<th>2ND SEM.</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Composition (Area I)</td>
<td>3</td>
<td>3</td>
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<tr>
<td>Introduction to Business</td>
<td>3</td>
<td></td>
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<tr>
<td>Business English</td>
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<td>3</td>
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<tr>
<td>General Psychology (Area II)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Business Math/Machines</td>
<td>3</td>
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</tr>
<tr>
<td>Mathematics (Area III)</td>
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<tr>
<td>Area I Electives</td>
<td>3</td>
<td></td>
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<tr>
<td></td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

**SOPHOMORE YEAR:**

- Principles of Accounting                                                      | 3        | 3        |
- Principles of Economics (Area II)                                             | 3        | 3        |
- Beginning and Intermediate Typewriting (a)                                    | 2        | 2        |
- Foundations of Education                                                     | 3        |          |
- Area III Elective                                                            | 4        |          |
|                                                                              | 15       | 16       |

**JUNIOR YEAR:**

- Principles of Marketing                                                      | 3        |          |
- Business Communications                                                      | 3        |          |
- Secondary School Methods                                                    |          | 3        |
- Business Law                                                                | 3        |          |
- Introduction to Data Processing                                              |          | 3        |
- Office Management                                                           |          | 3        |
- Advanced Shorthand                                                          | 4        |          |
- Administrative Office Procedures                                             |          | 3        |
- Electives (from 2 of the 3 areas)                                           | 3        | 3        |
- U. D. Elective                                                              |          | 3        |
|                                                                              | 16       | 18       |

**SENIOR YEAR:**

- Methods in Business Education                                                | 3        |          |
- Business Curriculum and Problems                                             | 3        |          |
- Records Preparation and Management                                           | 3        |          |
- Speech Communication for Teachers (Area II)                                  |          | 3        |
- Educational Psychology                                                       |          | 3        |
- Business Student Teaching                                                    |          | 6        |
- Electives                                                                   |          | 10       |
|                                                                              | 16       | 15       |

* May be waived if advanced placement is granted because of prior work, but at least two credits of typing at the intermediate level or above is required.
**BUSINESS EDUCATION MAJOR**

*(Basic Business Option)*

**Bachelor of Business Administration Program**

<table>
<thead>
<tr>
<th>FRESHMAN YEAR:</th>
<th>1ST SEM.</th>
<th>2ND SEM.</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Composition (Area I)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Introduction to Business</td>
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<tr>
<td>Business English</td>
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<td>1</td>
</tr>
<tr>
<td>General Psychology (Area II)</td>
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<td>1</td>
</tr>
<tr>
<td>Business Math/Machines</td>
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<td>1</td>
</tr>
<tr>
<td>Mathematics (Area III)</td>
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<tr>
<td>Total</td>
<td>16</td>
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**SOPHOMORE YEAR:**

<table>
<thead>
<tr>
<th>Prerequisites</th>
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<th>2ND SEM.</th>
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<td>Area III Elective</td>
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</tr>
<tr>
<td>Beginning and Intermediate Typewriting*</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Foundations of Education</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Business Statistics</td>
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<td>3</td>
</tr>
<tr>
<td>Electives (from 2 of 3 areas)</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
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**JUNIOR YEAR:**

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<td>Principles of Marketing</td>
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*May be waived if advanced placement is granted because of prior work, but at least two credits of typing at the intermediate level or above is required.*

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**ECONOMICS MAJOR**

**Bachelor of Arts Program**

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*Not more than six hours may be taken in any one field as defined on page 34 of the catalog.*
SCHOOL OF BUSINESS
General Business

JUNIOR YEAR:

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GENERAL BUSINESS

Bachelor of Business Administration Program

FRESHMAN YEAR:

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SOPHOMORE YEAR:

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<td>Price Theory</td>
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SENIOR YEAR:

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AREAS OF EMPHASIS

(Each General Business major chooses one option)

(a) **Management** — 12 credits chosen from Business Policies, Labor Relations, Personnel Management, Quantitative Analysis, Government and Business, and Behavioral Management.

(b) **Data Processing** — 12 credits chosen from Programming Techniques, Fortran, Cobol, and Data Processing Applications.

(c) **Aviation Management (Note 1)** — 15 credits chosen from Aviation Ground School, Private Pilot Flight Lab, Principles of Transportation, Airport Management, and Airline-Air Cargo Management.


(e) **Real Estate** — 12 credits to include RE201, Fundamentals of Real Estate; RE331, Appraisal of Real Estate, and RE332, Real Estate Finance; and 3 hrs. chosen from: (1) Insurance, (2) Urban Economics, (3) Investment Management, (4) Principles of Salesmanship, (5) Tax Factors in Business Decisions, (6) Other Special Topics offerings in Real Estate.

**NOTE 1.** A student majoring in the Aviation Management emphasis in General Business may receive 6 semester hours of credit toward the degree if he already has possession of a private or commercial flying certificate in force at the time of application. These six credits would be assigned a grade of "S" and not counted in the computation of grade point average. Further, the student must be of senior standing and a candidate for a degree.

The individual student would file a written petition for the credit with photostatic copies of his private pilot's license, current medical certificate, and current Idaho state pilot's registration certificate.

Approval of the petition would be required of the flight program director, Chairman of the Department of General Business, and Dean of the School of Business.

The credits would be recorded as AV 101 and AV 121-122.

It is emphasized that such credits would apply only to a degree with the Aviation Management emphasis and not toward any other major in the college.
INDUSTRIAL BUSINESS MAJOR
Bachelor of Business Administration Program

FRESHMAN YEAR:

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<td>Professional Speech Communication (Area II)</td>
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FINANCE MAJOR
Bachelor of Business Administration Program

FRESHMAN YEAR:

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<td>General Psychology (Area II)</td>
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A finance major must complete 15 hours chosen from the following courses with at least 1 course from each of the 3 groups listed below:

**Group I -Corporation Finance**
- FI-325 Corporate Financial Management
- FI-445 Case Problems in Financial Management
- AC-320 Tax Factors in Business Decisions

**Group II -Institutional Finance**
- EC-301 Money and Banking
- EC-310 Public Finance

**Group III -Investments**
- FI-350 Investment Management
- RE-332 Real Estate Finance
- RE-320 Insurance
- AC-320 Tax Factors in Business Decisions
# School of Business

## Marketing, Office Administration

### Marketing Major

**Bachelor of Business Administration Program**

**Freshman Year:**
- English Composition (Area I) 3 3
- Introduction to Business 3 3
- General Psychology (Area II) 4 4
- Mathematics (Area III) 3 3
- Area I Requirement 3 3
- Area II Requirement 3 3

Total: 16 16

**Sophomore Year:**
- Principles of Economics (Area II) 3 3
- Principles of Accounting 3 3
- Business Statistics 3 3
- Introduction to Sociology (Area II) 3 3
- Introduction to Data Processing 3 3
- Area III Requirement 3 or 4 3 or 4
- General Elective (Area I, II or III) 3 4

Total: 15 or 16 16

**Junior Year:**
- Principles of Marketing 3 3
- Business Law 3 3
- Income and Employment 3 3
- Principles of Finance 3 3
- Principles of Advertising 3 3
- Market Research 3 3
- Principles of Management 3 3
- General Elective (Area I, II, or III) 4 4

Total: 16 16

**Senior Year:**
- Business Communication 3 3
- Marketing Electives 3 2 or 3
- Marketing Management 3 3
- Seminar in Business Administration 2 2
- Sales Administration 3 3
- Marketing Behavioral Science Requirements 3 3
- Electives 7 3

Total: 16 16 or 17

* One course selected from Psychology 341, 431, Sociology 321, 421, 425 or Anthropology 202

### Office Administration Major

**Bachelor of Business Administration Program**

**Freshman Year:**
- English Composition (Area I) 3 3
- Introduction to Business 3 3
- Beginning and Intermediate Typewriting* 2 2
- Business English 3 3
- General Psychology (Area II) 3 3
- Mathematics (Area III) 4 4
- Area I Elective 3 3

Total: 15 15

**Sophomore Year:**
- Area I Elective 3 3
- Principles of Accounting 3 3
- Beginning and Intermediate Shorthand* 4 4
- Fundamentals of Speech Communications 3 3
- Advanced and Production Typewriting 2 2
- Area III Elective 3 3
- Electives (from 2 of 3 areas) 3 3

Total: 18 16

**Junior Year:**
- Principles of Economics (Area II) 3 3
- Advanced Shorthand and Secretarial Transcription 4 4
- Principles of Marketing 3 3
- Business Law 3 3
- Introduction to Data Processing 3 3
- Business Statistics 3 3
- Upper Division Electives 3 3

Total: 16 16

**Senior Year:**
- Business Communications 3 3
- Records Preparation and Management 3 3
- Administrative Office Procedures 3 3
- Seminar 2 2
- Business Math/Machines 3 3
- Office Management 3 3
- Human Relations 3 3
- U.D. Electives 7 5

Total: 16 16

* May be waived if advanced placement is granted because of prior work.
# TWO YEAR PROGRAMS*

## FASHION MERCHANDISING — MID-MANAGEMENT

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<th>2ND SEM.</th>
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## SECRETARIAL SCIENCE

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## MARKETING — MID-MANAGEMENT

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## MEDICAL SECRETARY

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*Students who meet all listed courses under 2-year programs will be awarded the Associate of Science degree. Diplomas will not be awarded for partial completion of requirements.*
Course Offerings

AC ACCOUNTING

**Lower Division**

101-102 Principles of Accounting — 3 credits
A study of the function of accounting in the business world. A logical development of the subject through the use of the Balance Sheet, the Profit and Loss, and other statements. Subsidiary ledgers, voucher system, payroll accounting, and income tax accounting are included. Each semester.

**Upper Division**

303-304 Intermediate Accounting — 3 credits
A rapid review of basic accounting principles and procedures, followed by problems relating to the valuation and presentation of property, liability, and corporate proprietorship items, and the measurement of profit and loss. Analytical accounting procedures, and the preparation of advanced working sheets and comprehensive corporate financial statements; development of special reports, ratios and other analyses. Prerequisite: AC-102 or the equivalent. Each semester.

320 Tax Factors in Business Decisions — 3 credits
A general introduction for students and businessmen who, while not tax specialists, need an awareness of the impact of federal income taxes on business decisions. This course will explore the areas of federal income, estate and gift tax laws as they affect business operating and financing decisions. Degree credit will not be allowed for both AC 320 and AC 401. Prerequisite: AC-102. Each semester.

351 Cost Accounting — 3 credits
Theory of cost accounting and cost control, including job order, process, direct and standard costs, budgeting and breakeven analyses. Emphasis on cost determination as a tool of management. Prerequisite: AC-102. Each semester.

352 Managerial Accounting — 3 credits
A study of the development and use of internal accounting information in management planning, control, and decision processes. Topics include operations and capital budgeting, behavioral implications, computer applications, and analytical methods such as gross profit, breakeven, and incremental cost analysis. Prerequisite: AC-102. Each semester.

360 Governmental Accounting — 2 credits
Accounting theory applicable to institutions, governmental units, and political subdivisions. Emphasis placed on variations in accounting procedure used by government. Prerequisite: AC-102. Fall semester.

401 Individual Income Tax — 3 credits
The theory and application of Federal income taxes to individuals, including an introduction to F.I.C.A. and Unemployment taxes and an introduction to State income taxes. Degree credit will not be allowed for both AC-320 Tax Factors in Business Decisions and AC-401. Fall semester.

402 Corporate Taxation — 3 credits
The theory and application of the Federal income tax to corporations organized for profit, and an introduction to partnership, trust, and estate and gift taxation. Prerequisites: AC-304 and either AC-320 or AC-401. Spring semester.

405 Auditing — 3 credits
The study of auditing techniques and procedures. Includes various auditing problems and the determination of appropriate auditing procedures. Preparation of audit practice cases and audit reports. Prerequisite: AC-304. Each semester.

420 Systems Analysis and Design — 3 credits
Concepts and techniques of the design of information systems. Topics include Systems Theory; Data Collection, Classification, Transmission, and Display; On-line Systems and Time Sharing. Course identical to DP-420. Credit may not be earned for both courses, DP 420 and AC 420. Prerequisites: DP-210 and AC-102. Spring semester.

440G Accounting Theory — 3 credits
A specialized course to provide a frame of reference for advanced accounting students in theory of income, in asset valuation, and in the history of accounting thought. Recommended for those students planning on the CPA examination. Prerequisite: AC-304. Spring semester.

450 Data Processing for the Accountant — 3 credits
A study of available accounting software, the auditing of electronic systems, and the statistical analysis of accounting data. The computer will be used as the problem solving tool in the three above mentioned areas. Prerequisites: AC-405 and DP-210. Each semester.

470 Advanced Accounting — 3 credits
Covers accounting problems and techniques for accounting for business combinations; the determination of consolidated income, consolidated financial position, and the preparation of consolidated financial statements. Also covers accounting problems of home office — branch operations, partnerships, and consignments. Prerequisites: AC-304 and AC-351. Spring semester.

AV AVIATION MANAGEMENT

**Lower Division**

* AV 101 Aviation Ground School — 3 credits
Survey of basic aerodynamics, meteorology, navigation, and Federal Aviation Agency regulations. At termination, the student will take the FAA Private Pilot examination. An orientation of the historical development of aviation and the development of scientific laws and basic theory of flight. Either semester.

* AV 121 Private Pilot Flight Laboratory — 1 credit
Training to include at least 16 clock hours of flight time. In addition the course will include ground-time to familiarize and train the student in airplane equipment, preflight, take-off and landings, and other requirements as established by the Federal Aviation Agency. Either semester.

* AV 122 Private Pilot Flight Laboratory — 2 credits
Exceeds the minimum flight-hours necessary to satisfy the FAA for completion of the private pilot certificate. Students must have logged a minimum of 45 hours including 15 hours of dual instruction and 15 hours of oral instruction, and satisfactorily completed the flight examination administered by a FAA flight examiner. Prerequisite: AV 121 and successful completion of FAA written examination for Private Pilot Certificate. Either semester.

**Upper Division**

AV 331 Airport Management — 3 credits
Selection and use of ground facilities connected with the aviation industry. Covers construction and communication facilities, cargo and passenger handling procedures and policies, flight-deck and maintenance crew services, operation and maintenance of public facilities. Prerequisite: AC 102. First semester.

* Flight lab fees in addition to other tuition and fees will be charged.
AV 351 Airline and Air Cargo Management — 3 credits
The functions of management in airline operations. Air carrier familiarization, effect of federal regulations, market analysis, and unit organization. Includes implications of decision-making in the areas of industrial, financial, and economic phases of aviation management. Spring semester.

BE BUSINESS EDUCATION

Upper Division

401 Methods in Business Education — 3 credits
Methods and materials of instruction in business subjects. Application of principles of learning and teaching to business education. Must be taken in the semester immediately preceding student teaching. First semester.

409 Methods and Materials in Distributive Education — 2 credits
Specific methods and techniques used in teaching salesmanship, marketing, retailing and other distributive education courses. First semester.

421 Business Curriculum and Problems — 3 credits
A seminar type class dealing with current problems and issues facing business teachers in the fields of curriculum, research, and class content. Individual research and presentation is emphasized. Second semester.

441 Principles and Organization of Vocational Education Programs — 2 credits

443 Administration and Coordination of Cooperative Programs — 3 credits
Selection, guidance, placement, and follow-up of students in training stations. First semester.

471 Business Student Teaching — 6 credits
Supervised teaching in public schools under the direction of qualified, selected business instructors. Prerequisite: BE 401 and permission of director. Second semester.

DP DATA PROCESSING

Lower Division

101 Principles of Data Processing — 2 credits
An introduction to basic methods, techniques, and systems of punched card and electronic data processing, including a basic introduction to present computer systems. (Night school only). Each semester.

210 Introduction to Data Processing — 3 credits
A general interest course to acquaint business students with the fundamentals and principles upon which data processing is based. The logic and reasoning of programming as utilized in data processing is also explored. Prerequisites: M-105 and AC-101. Spring semester.

228 Introduction to Programming — 2 credits
A study of the general concepts, logic and techniques of computer programming including arrays, searching and sorting files and program flow charting. Prerequisite. DP-101. Each semester.

Upper Division

320 Programming Techniques — 3 credits
A survey of programming systems used in computer processing and an introduction to the latest computer systems. Coverage of general concepts, logic and techniques of computer programming including flow charting, input, processing and output. Prerequisite: DP-210. Fall semester.

340 Programming Systems — FORTRAN — 3 credits
A specific course based on the FORTRAN IV programming language that will give the student the capability of writing highly sophisticated programs pertaining to quantitative business data processing problems. Prerequisites: DP-320 and M-106. Fall semester.

360 Programming Systems — COBOL — 3 credits
A specific course based on the COBOL programming language that will give the student the capability to write highly sophisticated programs pertaining to business data processing problems. Prerequisite: DP-320. Spring semester.

405 Data Processing Applications — 3 credits
An in-depth study of current business computer applications, information retrieval, the function of data processing in the business organization, feasibility study concepts, and data base considerations. Prerequisite: DP-360. Fall semester.

420 Systems Analysis and Design — 3 credits
Concepts and techniques of the design of information systems. Topics include systems theory; Data Collection, Classification, Transmission, and Display; On-line Systems and Time Sharing. Course identical to AC-420. Credit may not be earned for both courses, AC-420 and DP-420. Prerequisites: DP-210 and AC-102. Spring semester.

EC ECONOMICS

Lower Division

201 Principles of Economics - Macroeconomics — 3 credits
Introduction to basic macroeconomic analysis with emphasis on current economic issues. Development of the theory of income determination, fiscal and monetary policy, and business fluctuations are considered. Each semester.

202 Principles of Economics - Microeconomics — 3 credits
Microeconomic analysis; basic assumptions, vocabulary, and structure of the economy; business organization and operation, factors of production, specialization; nature of supply and demand, the price system; distribution of income — wages, interest, rent, and profits. Each semester.

210 Contemporary Economic Problems — 3 credits
The study of the economic system from the viewpoint of the consumer. A survey of the field of economics in one semester designed especially, but not exclusively, for the non-business student. Fall semester.

Upper Division

301 Money and Banking — 3 credits
The role of money, credit, and banking in the U.S. economy. It emphasizes monetary theory as an analytical and policy tool for the exploration and solution of national economic problems. Prerequisite: EC-201. Second semester.

303 Price Theory — 3 credits
An analysis of the price mechanism and the determination of resource allocation, output composition, income distribution, and welfare economics in a market economy. Prerequisite: EC-202. First semester.

305 Income and Employment — 3 credits

310 Public Finance — 3 credits
311 History of Economic Thought — 3 credits
Study of the origin and development of economic theories that have influenced western civilization. Particular attention will be given to the period since 1750. Prerequisite: EC 201-202. First semester. Alternate years.

315 Comparative Economic Systems — 3 credits
A study of the economic efficiency of political systems and a comparison with the goals and efficiency of the free enterprise capitalistic system. Prerequisite: EC 201-202. Second semester. Alternate years.

321 Regional Economics — 3 credits
Application of economic analysis to regional problems of structure, growth and development. Location theory, various growth models, and specific techniques of analysis such as input-output tables will be developed. Prerequisite: EC 305. Fall semester. Alternate years.

322 Urban Economics — 3 credits
Exploration of the problems of urban areas using the techniques of urban analysis. The course will focus on the structure of the urban areas, locational patterns, housing, pollution, poverty, financial, and transportation problems. Prerequisite: EC 321. Spring semester. Alternate years.

405 Business Cycles and Forecasting — 3 credits
Business cycles, their history, nature and causes. Forecasting and control of the business cycle. Instability in aggregate economic activity, and the rate of growth of the economy. Prerequisite: EC 308. First semester.

421 G-422G Econometrics — 3 credits
Study and application of the principle mathematical equations used in economics. Designed to acquaint the student with a mathematical approach to economic theory. Prerequisite: Math 106 or equivalent and permission of the instructor. Each semester.

FI FINANCE

107 Personal Finance — 3 credits
Aid in meeting the growing complexity of finance as the consumer encounters it. How to avoid financial entanglements, installment buying, borrowing money, owning or renting a home, investing and speculating in securities, everyday legal problems dealing with illness, death, personal taxes, family budgets, check writing, and financial planning. Either semester.

109 Stocks and Bonds — 2 credits
Elementary security analysis; sources of investment information; objectives of an investment program; history of the New York Stock Exchange; characteristics of various types of bonds and stocks, economic, industrial, and company factors influencing an investment program; brokerage office and floor procedures, economic factors relating to the 1960's role of venture capital in our economic system; procedures used in incorporating and underwriting; study of balance sheets and income statements. Either semester.

303 Principles of Finance — 3 credits
A basic survey course of fundamental concepts and techniques of the three major areas of finance — Corporate, Institutional and Investments and their interrelationships. Prerequisite: AC-102. Each semester.

325 Corporate Financial Management — 3 credits
A study of American corporations, their methods of capitalization, control, consolidation, and growth. An analysis of the decision making process with regard to capital budgeting, cost of capital, leverage vs. equity, dividend policy, liquidity vs. profitability, and the tax consequences of these decisions. Diversified readings, case work, and a financial management computer game are utilized. Prerequisite: FI-303. Each semester.

350 Investment Management — 3 credits
An analysis of the setting for investments, analysis of risk and return, aggressive vs. defensive policies, programmed investment strategies, and the philosophies of portfolio management from the standpoint of banks, insurance companies, pension funds, and other financial institutions. Prerequisite: AC-102. Recommended. FI-325. Either semester.

445 Case Problems in Financial Management — 3 credits
Analysis of selected case problems in financial management of the firm, including short- and long-term financial requirements, trade credit and analysis, special media of finance, capital budgeting and profit analysis. Prerequisites: FI-303 and FI-325. Spring semester.

GB GENERAL BUSINESS

Lower Division

101 Introduction to Business — 3 credits
A survey course designed to acquaint the student with the many phases of business. Serves as an introduction to the specialized fields of business organization, accounting, insurance, marketing, banking, transportation, and industrial relations. Special emphasis is placed on business vocabulary. Each semester.

207 Business Statistics — 3 credits
Collecting and tabulating data; statistical tables and charts; ratios, percentages and relatives; averages; measures of dispersion; probabilities; probability distribution; sampling theory and analysis of business change. Prerequisite: Math 106 or equivalent. Each semester.

301-302 Business Law — 3 credits
First semester — Nature and classification of the law, history of jurisprudence, real and personal property, and torts, contracts and agency. Second semester — Sales, security transactions and commercial paper, business organization including partnerships, corporations, trusts, and estates. Each semester.

306 Business Statistics — 3 credits
The areas to be covered include concentration in hypothesis testing, time series analysis, index numbers, forecasting, regression and correlation analysis and analysis of variance. The major emphasis in this course is on the business applications of these statistical tools, rather than the mathematical computations and/or derivations and proofs. Prerequisite: GB-207. Spring semester.

325 Principles of Transportation — 3 credits
Economics of transportation services and rates. History and pattern of regulations. Explanations of various forms in common use in freight and passenger transportation and an introduction to governmental controls and service and management problems of industrial traffic managers. Spring semester.

340 Labor Relations — 3 credits
A comprehensive study of the negotiation and administration of today's labor-management issues. Presents the historical, structural, and legal environment and examines the contents of labor contracts. Emphasis is placed on the basic phases of labor relations and how they affect American business. Fall semester.

441G Government and Business — 3 credits
A study of the extent of government involvement in business at both the national and state levels. Includes study of anti-trust, food and drug, labor, civil rights, and other legislation and administration. A survey of governmental powers pertaining to the involvement of government in business affairs is also included. Spring semester.
450 Business Policies — 3 credits
The utilization of complex situational cases, role playing, in-depth research, and a business simulation exercise to achieve integration of specialized functional knowledge. Fall semester.

466 Quantitative Analysis for Business Decisions — 3 credits
Quantitative techniques including “normal distribution” and other related probability distributions as applied to sampling theory and quality control. Also includes discussions of payoff tables, expected values, bidding models, queuing theory and linear programming. Examination of PERT and CPM as well as simulation, regression analysis and inventory models. Prerequisite: GB 207. GB 306. Spring semester.

498 Seminar in Business Administration — 2 credits
Current problems and trends in the business community. Analysis of change affecting the current business structure. Emphasis on student research and reports. Prerequisite: Senior standing. Each semester.

MG MANAGEMENT
Upper Division

301 Principles of Management — 3 credits
Basic functions and principles of management with emphasis on relationships between workers and management; the planning, organizing, and controlling of personnel, decision making procedures and techniques. Either semester.

305 Personnel Management — 3 credits
The managerial problems of integrating individuals and groups into an effective organizational framework. Emphasis is on interpersonal relations, leadership styles, employee motivation techniques and staff functions. Business, government and institutional approaches to the personnel function are examined and compared. Either semester.

401 Human Relations — 3 credits

405 Behavioral Management — 3 credits

MK MARKETING
Upper Division

301 Principles of Marketing — 3 credits
Description and analysis of the marketing processes. Methods, policies, and problems involved in the distribution process with an evaluation of marketing institutions and middle men according to the functions they perform. A survey of industrial and consumer markets and their relationship to both production and distribution. Either semester.

302 Principles of Salesmanship — 3 credits
A comprehensive presentation of the principles of modern selling, prefaced by a brief history of salesmanship and a justification of its position of importance in present-day distribution. The psychological aspects of selling are fully treated. Selling is presented as both an art and a science. Time is devoted in class to actual selling of various articles by the students. A practical application of the principles taught. Prereq. or corequisite: MK301. Fall semester.

304 Principles of Advertising — 3 credits
History, objectives and policies of advertising; a study of media, regulations of advertising; coordination of advertising with other merchandising factors. Preparation of copy, illustrations and layout of advertising. Guest lectures are utilized to give the student a comprehensive picture of the advertising field. Prerequisite: MK 301. Spring semester.

306 Advertising Management — 3 credits
Management approach to advertising and its relationship to other dimensions of marketing strategy. Emphasis on managerial implications of decision making in advertising themes, media selection, campaigns, budgetary considerations, measuring effectiveness, the integration and other parts of the marketing task. Prerequisite: MK-301 and MK-304. Fall semester.

405 Marketing Management — 3 credits
Management techniques in the solution of problems of systems of distribution, administration of marketing channels, advertising in the firm’s total marketing effort, administration of customer service policies, design of a physical distribution system, and composition of a marketing mix. Prerequisite: MK-301. Fall semester.

415G Market Research — 3 credits
Consideration of the theory and use of research for particular marketing problems. Methodology of planning and conducting research studies in various marketing situations; selected applications of marketing research. Prerequisite: MK-301. Spring semester.

421 Sales Administration — 3 credits
Management and administration of a sales organization, including recruiting, hiring, training, and supervising; establishment of territories; use of analytical tools as means of improving the effectiveness of salesmen. Prerequisite: MK-301. Spring semester.

425 Marketing Strategy — 3 credits
The case study approach as applied to marketing problems. Emphasis is placed on problem definition, recognition of alternative solutions, and defense of a “best” solution. Prerequisites: MI-301 and MK-405. Spring semester.

MM MARKETING, MID-MANAGEMENT
Lower Division

100 Mid-Management Work Experience — 2 credits
Open to students enrolled in the Mid-Management program only. The student may earn 2 semester hours' credit for a maximum of four semesters or a total of 8 semester hours' credit. This provides actual experience in the retail, wholesale, or service business field as a paid employee. The student, the employer, and the program coordinator develop an individual program for each student. The student is evaluated by both the employer and the program coordinator. Each semester.

101 Retail Selling — 3 credits
A basic course in personal selling. As applied in working situations of the modern retail store. Analysis of customer's behavior, personality, and motivation. Methods of creating customer attention, interest, desire, and action. Either semester.

102 Merchandise Analysis — 3 credits
A study dealing with what the product is and what the product does for the customer. Provides methods and practice in obtaining product information used by buyers, sales people, and advertising personnel. Major classes of textiles and non-textiles are surveyed. Spring semester.

105 Elements of Management — 3 credits
A study of the functions of business management: planning, organizing, staffing, directing and controlling. Special consideration is given to the concept of organizational authority and responsibility. Either semester.

201 Introduction to Marketing — 3 credits
The study of activities by which goods and services flow from
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the producer to the ultimate consumer. This study includes methods, policies, and evaluation of the various marketing institutions according to the function performed. Fall semester.

202 Principles of Retailing - 3 credits
Comparison of small-and-large-scale retailers. Problems of store ownership, organization, location, equipment, merchandising, planning and control. Expense and cost reduction and sales promotion are considered. Spring semester.

205 Business Psychology - 3 credits
The study of the application of psychological principles to business. The dynamics of behavior, public opinion research, persuasion, aptitudes, abilities, skills, and their relationship to the working environment. Spring semester.

206 Supervision of Personnel - 3 credits
Economics of supervision, social and philosophical implications, training functions of the supervisor. Individual and organizational needs in regard to human relations are major points of study. Spring semester.

209 Report Writing - 3 credits
Prepares the student to write reports for business situations. Emphasis is placed on the actual preparation of reports, research methods, and the readability of the finished product. Fall semester.

213 Credit and Collections - 2 credits
A survey of the credit field including history, types, credit information, and the function of the credit department. Collection methods and procedures are given significant treatment. Spring semester.

215 Retail Buying - 3 credits
Considers the buyer's duties, techniques, and procedures of purchasing for resale, pricing of goods, and the interpreting of consumer demand. Fall semester.

RE REAL ESTATE

Lower Division

201 Fundamentals of Real Estate - 3 credits
Essentials of real estate practice; listings, sales, financing, land descriptions, real estate investments, brokerage, advertising, market analysis and fundamentals arising from real estate transactions. Either semester.

Upper Division

320 Principles of Insurance - 3 credits
A balanced presentation of the principles of insurance and policy analysis together with a discussion of the fundamental legal principles involved in insurance contracts. Company practices in relation to insurance management are stressed as is the field of regulation on both the theoretical and practical applications. Spring semester.

331 Appraisal of Real Estate - 3 credits
The nature, purpose, and functions of appraising, appraising as a profession, the nature of real property and value, the appraisal process and economic trends. The techniques involved in determining the value of real estate. Prerequisite: RE 201. Either semester.

332 Real Estate Finance - 3 credits
An examination of the intricacies of the real estate mortgage markets, the source of mortgage funds, instruments of mortgage debt, the federal government and mortgage markets, the lending decision, management of portfolio risk, and financing of specific types of real property. Prerequisite: RE 201. Either semester.

OA OFFICE ADMINISTRATION

Lower Division

101 Beginning Shorthand — 4 credits
A beginning course in Gregg shorthand. Emphasis is placed on theory, writing skill, vocabulary development. Credit will not be given to students who have completed one or more years of shorthand in high school. Recommended credit or current enrollment in OA-118. Prerequisite: demonstrated proficiency in typing or current enrollment in typing. First semester.

105 Beginning Typing — 2 credits
Theory and keyboard operations on the typewriter; for personal or business use. Credit will not be given to students who have completed one or more years of typing in high school. First semester.

107 Intermediate Typing — 2 credits
Review of typing fundamentals for the development of speed and accuracy. Credit will not be given to students who have completed two years of high school typing. Either semester.

115 Business Mathematics/Machines - 3 credits
Fundamental operations of arithmetic in concrete relation to business usage. Decimals, fractions, percentages, interest, discounts, markup, installment buying, depreciation, and graphs are considered, as well as some interpretation of financial papers. The student receives instruction on the ten-key printing calculator, the rotary calculator, and the electronic calculator. Either semester.

116 Business English — 3 credits
Emphasis on building a foundation in grammar, punctuation, vocabulary, and spelling through continued practical application. Effectiveness and correctness of expression will be demonstrated in written assignments which will include summaries of articles and business letters. Prerequisite: Passing score on English Placement Test. Either semester.

121 Intermediate Shorthand — 4 credits
Review of shorthand theory with much work in dictation and transcription to improve speed and accuracy. Credit will not be given to students who have completed two years of high school shorthand. Prerequisite: OA-101 or advanced placement from high school work. Either semester.

201 Advanced Shorthand - 4 credits
Emphasis on building a foundation in grammar, punctuation, vocabulary, and spelling through continued practical application. Effectiveness and correctness of expression will be demonstrated in written assignments which will include summaries of articles and business letters. Prerequisite: Passing score on English Placement Test. Either semester.

209 Advanced Typing — 2 credits
Continued study of typewriting procedures to develop speed and accuracy in office applications. Prerequisite: OA-107 or advanced placement from high school work. Either semester.

211 Production Typing — 2 credits
Advanced work in the use of business forms, letters, legal documents, and tabulation on the typewriter. Prerequisite: OA-209. Second semester.

221 Secretarial Transcription — 4 credits
Advanced instruction in office transcription. Opportunities for special transcription practice of a medical or legal nature will be provided. Prerequisite: OA-201. Second semester.

240 Secretarial Writing — 2 credits
An intensive course for secretarial students in letter writing, preparation of summaries and publicity releases. Punctuation and correct usage will be reviewed as needed. Prerequisite: OA-118. Second semester.

Upper Division

309 Records Preparation and Management — 3 credits
Creation, processing, maintenance, protection and destruction of business records. These topics will be covered both from
the theoretical point of view and by the use of practical application. The ability to analyze a problem and make a decision will be stressed. First semester.

310 Administrative Office Procedures — 3 credits
Office procedures at the administrative level. The case study and project approach will be used. Procedures necessary to direct and supervise office activities as well as to perform them. Second semester.

315 Medical Office Procedures — 3 credits
A study of medical receptionist duties, special records, and filing systems, legal aspects of medical work, management of the medical office, and responsibilities of the medical assis-
tant. Credit will not be given to students who have completed OA 308, Secretarial Procedures. Second semester.

317 Office Management — 3 credits
A study of organization and management of an office, including personnel problems, records, ratings, the allocations of functions and responsibilities, and office supervision. Second semester.

328 Business Communication — 3 credits
Effective communication of written and oral ideas is stressed. Special emphasis is placed on psychology of letter writing as a management tool and on report writing and methods of interpreting reports. The course includes an introduction to office dictation. Either semester.

MASTER OF BUSINESS ADMINISTRATION

Objectives
The purpose of the Boise State College Program leading to the MBA Degree is to prepare the candidate for a career in business management. The curriculum is keyed to the needs of an individual who has just assumed or is preparing to assume additional broad managerial responsibilities and, since these students are pursuing graduate education concurrently with their employment, most of them will enter the program because either their present or future positions will require increased managerial competence.

The MBA curriculum at Boise State College emphasizes the development of managerial generalists, rather than specialists in any one field of business administration. To accomplish this, the program has been fashioned with a maximum of flexibility to meet the needs of commerce and industry and the student. The student's program is analyzed, evaluated, determined and directed by an MBA advisor. It is intended that the student and his MBA advisor mutually develop a custom-designed curriculum to fit the student's background of course work and experience. In all cases, however, the MBA advisor retains approval/disapproval authority regarding specific courses.

General Prerequisites for Applicants
Admission will be granted to applicants who hold a bachelor's degree from an accredited college or university and who meet, and give promise of continuing to meet, the standards set by the School of Business of Boise State College. Common to all programs is a foundation of prerequisite courses in basic fields of business administration. Students presenting a bachelor's degree in business normally will have completed most or all of these requirements as part of their undergraduate program. Since, however, the Master of Business Administration program is also designed to serve the student who has completed his bachelor's degree in non-business fields such as the sciences, engineering, the liberal arts, the student must demonstrate proficiency in the prerequisite courses listed below. These prerequisites may be fulfilled by satisfactory completion of course work in these areas, or by successfully passing the appropriate CLEP examination.

Specific Prerequisites for Applicants
All applicants must meet the following undergraduate requirements or fulfill these requirements before entering upon the graduate program:
(a) Possession of bachelor's degree from an accredited institution
(b) Suitable average in undergraduate work
(c) Suitable score on Admissions Test for Graduate Study in Business (ATGSB)
(d) Prerequisite courses or their equivalent:
1. Accounting
2. Economics
3. Business Statistics
4. Marketing
5. Management
6. Finance
7. Data Processing
8. College Level Mathematics

The student may be required to remove other deficiencies as determined by the School of Business.

All applicants must be accepted by the Graduate School of Boise State College in order to achieve the MBA degree.

The Graduate Degree Program
The Master of Business Administration Graduate Program consists of a minimum of thirty (30) semester hours of credit selected from the offerings hereinafter listed and determined as follows:
Required Core Courses . . . . . . . . 12 credits
Electives (Chosen in consultation with the student's MBA advisor) . . . . 18 credits

A maximum of nine (9) graduate credits may be accepted from other graduate schools upon request and a determination of acceptability by a committee of the Graduate Faculty.

Candidates may elect a maximum of six (6) credit hours from the "400" level courses in the Undergraduate School of Business Program, as approved by the student's MBA advisor. (Only those courses designated G on the following page are approved.) These may be used to complete the thirty credit hour requirement for graduation.
SCHOOL OF BUSINESS
Master of Business Administration

Required Core Courses (12 credits)

MB-510 Business and its Environment — 3 credits
This course involves examination of the interaction between business and the economic, social, political and legal order. By utilizing analysis of particular situations, it focuses attention on the broad effects of this total environment upon the administration of business. Emphasis is placed on students testing their own values as they relate the appropriate responsibilities of business to its various publics.

MB-511 Business Research and Communication Techniques — 3 credits
Analysis of the scientific method of inquiry and specific research techniques. Evaluation of reports in terms of reliability and validity of conclusions. Development of a critical sense and analytical ability for effective expression in reports, articles and other forms of operational communications. Opportunities for oral presentations of business information to groups and to lead and participate in such group interpersonal communication situations as conferences, meetings and discussions.

MB-512 Quantitative Methods for Business Decisions — 3 credits
Quantitative techniques intended to familiarize the student with business applications of statistical methods as applied to decision making under uncertainty and risk. Includes production models, inventory control models, management models, marketing surveys and capital budgeting models, regression analysis, analysis of variance and sampling techniques. Prerequisite: M 561 (Math For Operations Research) or pass appropriate examination demonstrating sufficient background knowledge for this course of study.

MB-513 Business Policy Formulation — 3 credits
This course utilizes complex business cases, business simulation and specialized functional knowledge to determine business decisions, strategy and policies.

Elective Courses (18 credits)
To Be Selected by the Candidate and His Advisor

MB-520 Marketing Problems — 3 credits
Analytical approach to marketing problem solving and decision making, covering market definition, personal selling, advertising and sales promotion, channels of distribution, strategy formulation, product development procedures, and customer services. Case study approach is utilized.

MB-530 Financial Management — 3 credits
Analysis of financial problems and formulation of financial policies through case studies. Covers financing of current operations and long-term capital needs, income management and expansion policies.

MB-532 Accounting — Planning and Control — 3 credits
A study of the planning and control processes within an enterprise to assist in the making of business decisions. Problems and cases are considered in profit planning and analysis, cost analysis for pricing, and capital budgeting. Overall objective is an understanding of improved techniques of cost planning and control.

MB-540 Organization Theory — 3 credits
Problems of organization dynamics and behavioral science research findings and their application to business organizations.

MB-541 Personnel Policy — 3 credits
Human resource administration is examined and critically analyzed as it applies to business, government and institutional organizations. Analysis of factors underlying managerial policy decisions relating to selection, development, and motivation of human resources and of the personnel programs designed to implement these decisions. Current trends in the personnel field are examined.

MB-542 Computer Applications for Management — 3 credits
A review and analysis of computer oriented applications used in reaching management decisions. Includes realistic applications presently used in the business environment of such techniques as linear programming, regression analysis, matrix analysis and other techniques vital to today's management.

MB-550 Managerial Economics — 3 credits
Application of economic concepts and analysis to the problem of formulating rational managerial decisions. Emphasis on measurement and forecasting of demand and costs, capital budgeting, profit objectives, market structure and pricing policies.

Selected Topics in the following functional areas will be offered as staff availability permits. (3 credits each)

MB-580 Selected Topics — Accounting

MB-581 Selected Topics — Information Systems

MB-582 Selected Topics — Economics

MB-583 Selected Topics — Finance

MB-584 Selected Topics — Industrial Psychology

MB-585 Selected Topics — Management

MB-586 Selected Topics — Marketing

MB-596 Independent Study — variable credits
Involves special projects undertaken by the MBA student, consisting of individual work suited to the needs and interests of the student. The course embodies research, discussions of the subject matter and procedures with a designated professor, and a documented paper covering the subject.

MB-599 Workshop/Conference — 1 credit
Workshop/Conferences will be offered each semester. Various topics from all of the functional areas of business will be covered. The area selected will be based upon student interest and staff availability. Students may apply 3 of these toward MBA graduation credit.

AC 440 G Accounting Theory — 3 credits
A specialized course to provide a frame of reference for advanced accounting students in theory of income, in assessed valuation, and in the history of accounting thought. Recommended for those students planning on the CPA examination. Prerequisite: AC 202.

EC 421 G-EC 422 G Econometrics — 3 credits
Study and application of the principal mathematical equations used in economics. Designed to acquaint the student with a mathematical approach to economic theory. Prerequisite: Math 106 or equivalent and permission of the instructor.

GB 441 G Government and Business — 3 credits
A study of the extent of governmental involvement in business at both the national and state levels. Includes study of anti-trust, food and drug, labor, civil rights, and other legislation and administration. A survey of governmental powers pertaining to the involvement of government in business affairs is also included.

MK 415 G Market Research — 3 credits
Consideration of the theory and use of research for particular marketing problems; methodology of planning and conducting research studies in various marketing situations; selected applications of marketing research. Prerequisite: MK-301.