

McAfee School of Business Administration

Dean

R. Keith Absher (2004). Dean of the McAfee School of Business Administration and Professor of Marketing. B.A. and M.B.A., Jacksonville State University; M.A.S., University of Alabama-Huntsville; Ph.D., University of Arkansas.

SCHOOL OF BUSINESS Mission Statement

To provide a quality undergraduate business education within a Christian context, to produce scholarly contributions to the business academic disciplines, and to develop graduates prepared to serve in the challenging global environment of today's organizations.

Goals

- Place graduates with quality organizations
- Be student focused
- Encourage life-long learning
- Provide an integrated knowledge-base across disciplines
- Locate new opportunities for growth
- Integrate faith and learning in every classroom
- Establish mutually beneficial relationships with the business community.

Faculty

144 Tom Proctor (1996). Associate Professor of Accounting and Chair. B.S., University of Tennessee at Martin; M.B.A., M.S., and Ph.D., University of Memphis; CMA.

C. Steven Arendall (1990). Professor of Management and Director of the M.B.A. Program, Germantown. B.B.A. and M.B.A., University of Memphis; Ph.D., University of Tennessee at Knoxville.

David Austill (1997). Professor of Management. B.B.A., University of Memphis; M.B.A., University of Arkansas; J.D., University of Tennessee; L.L.M., Washington University.

Don Christensen (2002). Associate Professor of Finance. B.B.A. and M.B.A., University of Memphis; Ph.D., University of South Carolina.

Jenny Cowell (2002). Visiting Instructor of Marketing. B.A., University of Tennessee, Knoxville; M.B.A., Union University.

Joe Harrison (1998). Associate Professor of Management. B.A., Stephens College; M.B.A., University of Memphis; Candidate for Ph.D., University of Memphis.

M. Kenneth Holt (1987). Associate Professor of Economics and Management. Director of Center for Business and Economic Development. B.S., Union University; M.S., Louisiana State University; Ph.D. candidate, University of Memphis.

Scott Lawyer (2000). Associate Professor of Management and PP.A. Director, Germantown B.P.A., University of Mississippi; J.D., University of Mississippi.

Karen Miller (1997). Assistant Professor of Accounting. B.S.B.A., Freed-Hardeman University; M.Ac., University of Tennessee at Martin; Additional study, University of Mississippi.

Sam Myatt (1987). Professor of Business Administration and Director of Academic Services for the Department of Continuing Studies. B.S., Lambuth University; M.Ed. and Ed. D., University of Memphis.

Bill Nance (2000). Assistant Professor of Management. B.S.B.A., Regis University; M.B.A., Union University; Ph.D., candidate, Nova Southeastern University.

Deborah Newell (1988). Assistant Professor of Accounting and P.P.A. Director, Jackson. B.S. and M.B.A., Murray State University; C.P.A., State of Tennessee.

Howard Newell (1982). University Professor of Business Administration. B.S. and M.S., Southern Illinois University; Ph.D., Indiana University.

Walton M. Padelford (1980). University Professor of Economics. B.S., Mississippi College; M.S. and Ph.D., Louisiana State University; Additional study, San Francisco Xavier de Chuquisaca.

Roland Porter (2004). Associate Professor of Business. B.S., Lane College; M.B.A. and J.D., University of California–Berkley.

Darin White (1994). Associate Professor of Marketing. B.S., Birmingham-Southern College; M.A. and Ph.D., University of Alabama.

Curriculum

The McAfee School of Business Administration offers majors in Accounting, International Business, Management, Marketing, and Economics/Finance each leading to the Bachelor of Science in Business Administration. Each major is required to complete the General Core Curriculum, the B.S.B.A. Specific Core Curriculum, major requirements as detailed below and a minor in University Studies or a minor outside the School of Business. The student seeking Tennessee Teacher Licensure in business subjects will select an appropriate major and complete the Professional Education Minor; details are shown below under “Teacher Licensure.”

A minimum grade of C is required in all upper level courses in the B.S.B.A. specific core. All majors offered through the McAfee School of Business Administration; except Politics, Philosophy, and Economics; require the B.S.B.A. Specific Core consisting of: ACC 211-2, ECF 211-2, CSC 105, MAT 114, MGT 250, MGT 318, MKT 328, MGT 445, MGT 321, and MGT 435

I. Major in Accounting—30 hours

- A. ECF 320 and 415
- B. ACC 311, 313, 314, 315, 350, 413
- C. Upper level ACC Electives (may include MGT 324)

The requirements to sit for the Uniform CPA Examination vary from state to state. Check with the State Board of Accountancy in the state in which you plan to take the exam for requirements specific to that state. You can contact the American Institute of CPA at www.aicpa.org or the Tennessee State Board of Accountancy at www.state.tn.us/commerce/tnsba for further details.

II. Major in Economics/Finance

- A. ECF 320, 325, 411, 412, 415
- B. Upper level ECF Electives—9 hours
- C. Upper level Business or Advisor-approved non-business electives —6 hours

III. Major in International Business—30 hours

- A. ECF 320, 415, 419, 430; MGT 420; MKT 433; ICS 320—21 hours
- B. International Internship or Study Abroad—3 hours
- C. Select 6 hours: ECF 425; GEO 215, 216; HIS 320, 322; PHL 349; SOC 355; PSC

214, 324, 325, 332, 355, 358, 360. An additional 3 hours may be applied from International Internship or Study Abroad.

- D. Student must minor or major in French or Spanish to include FRE/SPA. Substitutions may be permitted in consultation with the Language chair, particularly in conjunction with study abroad.

IV. Major in Management—30 hours

- A. ECF 320 and 415
- B. MGT 310, 341, 348, 420, 432
- C. Upper level MGT Elective—3 hours
- D. Upper level MGT or MKT Elective—3 hours
- E. Upper level Business Elective—3 hours

V. Major in Marketing

- A. ECF 320 and 415
- B. MKT 330, 424, 430, 440
- C. Upper level MKT Electives (May include COM 323)—6 hours
- D. Upper level Business or Advisor-approved Elective—6 hours

VI. Major in Politics, Philosophy, and Economics—58 hours

- A. Required major core
 - 1. ECF 211, 212, 425—9 hours
 - 2. GEO 215, 216—6 hours
 - 3. PHL 240, 346, 347, 349—12 hours
 - 4. PSC 211, 214, 332—9 hours
 - 5. Senior Seminar 498 in either PSC, PHL, or ECF—4 hours
- B. Elective course pool—select 18 hours with at least one from each group
 - 1. ECF 329, 355, 411, 412, 430
 - 2. PHL 345: HON 210, 220, 320, 340
 - 3. PSC 318, 324, 325, 344, 360, 411
- C. PPE majors are exempt from the requirement of completing a minor and B.S.B.A. core. Choose to complete either the B.A. or B.S. core

VII. Teacher Licensure

Teacher Licensure in Business Education, Business Technology and Marketing requires students to complete the following:

- A. Professional Education: EDU 150, 250, 326; PSY 213, 318; SE 225; EDU 419, 433.
- B. Complete the BSBA with a major in either ACC, ECF, MGT, or MKT.
 - 1. Business Technology completes the BSBA majoring in either ACC, ECF, MGT or MKT as well as MGT 310, earning a dual licensure with Business Education.
 - 2. Economics completes the BSBA with a major in ECF and completes additional Social Science requirements: HIS 101, 102, 211, 212; GEO 112, and either GEO 215 or 216
 - 3. Marketing completes the BSBA with a major in MKT.
- C. Completion of applicable portions of the Praxis II.
- D. For additional information, see the Director of Teacher Education.

I. Minor in Accounting—18 hours

- A. ACC 211, 212, 313, 315
- B. Upper Level ACC Electives

II. Minor in Economics—18 hours

- A. ECF 211, 212, 411, 412
- B. Upper Level ECF Electives

III. Minor in Finance—18 hours

- A. ACC 211; ECF 320, 326, 415
- B. Upper Level ECF Electives

- IV. Minor in Management—18 hours**
 - A. MGT 318, 341, 348; MAT 114
 - B. Upper Level MGT Electives
- V. Minor in Management for Non-Business Professionals—21 hours**
 - A. ACC 211 and ECF 211
 - B. MGT 318, 348; MKT 328; ECF 415
 - C. Upper-level Business elective—3 hours
- VI. Minor in Marketing—18 hours**
 - A. MKT 328, 424, 440; MAT 114
 - B. Upper Level MKT Electives
- VII. Minor in University Studies—24 hours**
 - A. Available only with the Bachelor of Science in Business Administration; all courses must be taken outside the School of Business.
 - B. No more than 9 hours may be taken below 300 level.
 - C. No more than 13 hours may be taken under one prefix.
 - D. Course must be approved by the faculty advisor and cannot duplicate with the general core curriculum.
- VIII. Minor in Actuarial Science (to accompany the completion of a Business Major and the B.S.B.A.)—21 hours**
 - See the Department of Mathematics and Computer Science for details.

TEACHER LICENSURE

Assessment of Majors

Proficiency in accounting, economics, finance, management, marketing, quantitative concepts, and their integration will be assessed through the ETS Major Field test. Each student pursuing a BSBA degree will take this test in MGT 445.

Demonstrated ability to assess and analyze data and other pertinent information to identify and resolve managerial problems will be evaluated based on students' successful completion of the capstone course, MGT 445.

Students will communicate effectively, orally and in writing, as demonstrated through successful completion of MGT 250.

Student Organizations

Students In Free Enterprise. SIFE is a team of students teaching the community how market economics and businesses operate. It is a partnership between higher education and business building career connections between college students and the business community. Students must be nominated by a faculty member followed by a personal interview and recommendation of interviewing committee to faculty sponsor.

Phi Beta Lambda. Membership in this national business fraternity is open to those interested in careers in business. Its goals are to promote the free enterprise system, to create a better understanding of the business world, and to explicate the resume writing and interview process through seminars and workshops.

Student Awards

Curtiss E. Scott Business Excellence Award. To be eligible for this award, a student must be classified as a senior School of Business Administration student with a GPA of 3.00 or better. The Phi Beta Lambda Business Fraternity nominates three students from eligible candidates. The McAfee School of Business Administration faculty select the final recipient from the nomination list.

Course Offerings in Accounting (ACC)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

211. Principles of Accounting I (3) F

An introductory course including study of professional accounting, sole proprietorships, and partnerships.

212. Principles of Accounting II (3) F, S

Prerequisite: ACC 211.

A continuation of ACC 211 with an emphasis on corporations and the use of accounting in managerial decision making.

311. Cost Accounting (3) F, S—Even Years

Prerequisite: ACC 212.

A study of methods of accounting for materials, labor, and factory overhead in job order and process cost systems.

312. Managerial Accounting (3) S

Prerequisite: ACC 212.

Uses of accounting information in management decision making. Topics include budgeting, standard costing, and analyses of costs and profits.

313. Intermediate Accounting I (3) F, S

Prerequisite: ACC 212.

Intensive review of the accounting process and financial statements with emphasis on the asset section of the balance sheet.

314. Intermediate Accounting II (3) S

Prerequisite: ACC 313.

Corporation formation and changes in the equity structure after formation. Topics include long-term investments, bonds, earnings per share, and income recognition.

315. Federal Income Tax Accounting I (3) F

Prerequisite: ACC 212.

The Internal Revenue Code as it affects individual income tax returns.

319. Federal Income Tax Accounting II (3) F—Odd Years, S—Even Years

Prerequisite: ACC 315.

The Internal Revenue Code as it affects partnerships, corporations, and fiduciaries.

350. Accounting Information Systems (3) F, S—Even years

Prerequisite: ACC 212 and CSC 105.

Principles and problems of accounting system design and implementation. Organization for accounting control, internal control procedures, and internal reports. Attention given to computerized accounting systems and to traditional information flows.

410. International Accounting (3)

Accounting from an international perspective and within the context of managing multinational enterprises. Theoretical issues, major national treatments and international harmonization efforts are emphasized.

413. Auditing I (3) F

Prerequisites: ACC 313 and 314.

An examination of ethics in accounting practice, internal control, auditing standards and procedures, and audit programs for various accounts.

414. Auditing II (3) F, S—Even Years

Prerequisite: ACC 413.

An advanced course in auditing, applying concepts and techniques mastered in ACC 413. Special attention is given to variations of the audit report, statistical sampling, and current topics in the profession.

450. Governmental and Not-for-Profit Accounting (3)

Prerequisite: ACC 313.

Operation of the accounting structure and financial reporting for governmental and not-for-profit entities to include colleges and universities, medical care facilities, and social service agencies.

470. Advanced Accounting (3)

Prerequisite: ACC 313.

A comprehensive study of partnerships and consolidated entities.

Course Offerings In Economics/Finance (ECF)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

211. Principles of Macroeconomics (3) F

A survey of economic theory dealing with GNP, depression, unemployment, inflation, fiscal policy, and monetary policy.

212. Principles of Microeconomics (3) F—Even years, S

A survey of economic theory dealing with prices, markets, production, distribution of goods, and allocation of resources.

320. Business Financial Management I (3) F

Prerequisites: ACC 211, ECF 211.

Introduction to financial management including topics: assets, basic forms of organization, tax environment, time value of money, valuation concepts, risk and rates of return, cost of capital and capital budgeting.

325. Business Financial Management II (3) S

Prerequisite: ECF 320

Continuation of 320 including: financial markets, investment banking process, financial intermediaries, the banking system, interest rates, the cost of money, analysis of financial statements, financial planning, control capital structure and management.

326. Principles of Investments (3) S

A study of relationships of security investments to capital formation; investment policy; and the relationship of investments to the business cycle.

329. Public Finance (3) F—Odd Years

Prerequisites: ECF 211 and 212.

Theory and principles, considering taxation and expenditure policies at all levels of government. Particular attention is given to the effect of these policies on individuals and the economy.

355. Financial Institutions and Markets (3) F

An intensive review of U.S. financial institutions and financial markets.

375. Seminar in Portfolio Management (1-3) F, W, S, Su

Prerequisite: ECF 323 and consent of instructor.

A practical, hands-on experiential exercise in managing a large stock portfolio using funds provided by the Tennessee Valley Authority. The investment objective of the portfolio

is to achieve long-term capital growth by investing in marketable U.S. common stocks. Course may be repeated for a maximum of 6 hours credit.

411. Intermediate Macroeconomics (3) S

Prerequisites: ECF 211 and 212.

An advanced treatment of the demand for money, aggregate supply, aggregate demand, and economic dynamics.

412. Intermediate Microeconomics (3) F

Prerequisites: ECF 211 and 212.

An advanced treatment of price theory, utility theory, and production theory.

415. Personal Financial Management (3) F, S

Introduction to personal finance from a Christian perspective. Topics include taxes, investing, insurance, buying your first home, vehicles, credit, debt, and budgeting.

419. International Finance (3) F—Odd Years

Prerequisite: ECF 323 or 326.

An analysis of international financial management to include exchange rates and the international monetary system valuation of foreign assets, management of foreign assets, and international money and capital markets.

425. Economic Growth and Development (3) F—Even Years

Pre/Corequisites: ECF 211 and 212

Economic trajectories of developing nations. Theoretical models of development and empirical data will be used to understand economic development and policy issues between the industrialized nations and the developing world.

150 430. International Economics (3) F—Even Years

Prerequisites: ECF 211 and 212.

International trade and finance. Deals with United States tariff policy, foreign exchange, markets, United States foreign economic policy, and the mechanisms available for international economic cooperation.

431. Economics of Labor (3) S

Prerequisites: ECF 211 and 212.

Deals with wage theory, development of labor unions, collective bargaining, and the growth of a structure of labor law.

Course Offerings in Management (MGT)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

113. Introduction to Business (3) On Demand

The American free enterprise system in contemporary society surveying the disciplines of accounting, economics, finance, management and marketing. Not open to students who have completed or are currently taking MGT 318 or MKT 328.

250. Managerial Communication (3) F, S

The preparation and presentation of reports for management decision making. Emphasis is upon collecting/analyzing pertinent business information and the appropriate presentations of business reports, both written and oral.

300. Seminar in Free Enterprise (1-2) F, S

Prerequisite: Consent of instructor. Junior or Senior level standing.

This course provides the structure for outreach projects originated and implemented by SIFE. Students teach, learn, and practice free enterprise in order to better individuals,

communities, and countries. Students may receive 2 hours of credit/semester during their first year of enrollment; 1/semester, their second for a maximum of 6 hours.

310. Management Information Systems (3) S

Prerequisite: MGT 318 & CSC 105.

Introduction to the applications of computer systems and their components to support the strategic goals of an organization with focus on the use of information systems for management decision making.

318. Principles of Management (3) F, S

An introduction to the management process through the functions of planning, organizing, leading, and controlling for industrial and other organizations.

321. The Legal Environment of Business (3) F, S

The legal, practical and ethical environments in which businesses and managers operate. Topics: common law affecting business constitutional law, administrative agencies, and a survey of law of employment consumer protection, and securities regulations.

324. Commercial Law (3) F

Pre/Corequisite: MGT 321.

A survey of basic principles of law important for understanding business transactions, entity creation and operation, and including a review of contract laws and selected uniform commercial code provisions, business associations and bankruptcy law.

326. Information Systems Law (3) S—Odd Years

A survey of laws controlling, protecting or regulating the obtaining, use, transmission or ownership of computer information, technology, and computer system-related intellectual property. Topics include privacy, crime and security, intellectual property rights, and sale of software and hardware.

327. International Business Law (3)

An introduction to the legal environment of firms that do business globally including licensing, intellectual property rights, and labor and environmental regulations.

340. Entrepreneurship I (3) F

Prerequisites: ACC 212 and either MGT 318 or MKT 328.

A course designed for students interested in the ownership/operation of a small business. Emphasis placed on the plans and procedures needed to initiate a small business.

341. Operations Management (3) F, S

Prerequisite: MGT 318 and MAT 114.

Incorporates both theoretical and practical elements. Topics: design, operation, and control of productive systems, demand forecasting and management, inventory timing and control, facility location, and resource assignment.

343. Sport Law (3) F

Reciprocal credit: PEWS 343.

Tort and contract law as it applies to sports industry. Investigation of case law dealing with marketing the athlete, amateur sports, sports injuries and liabilities, sex discrimination in sports, drug screening, and rights and responsibilities of managing the athlete.

345. Entrepreneurship II (3) S

Prerequisite: MGT 340.

Entrepreneurial managerial problems and solutions, designed to assist the student in identifying opportunities of light of today's economy and "e commerce."

348. Organizational Behavior (3) F, S

Prerequisite: MGT 318.

The behavioral and psychological side of management. Emphasis: theories and research in such topics as decision making, values, leadership, motivation, performance appraisal.

355. Labor Relations (3)

Prerequisite: MGT 318.

An analysis of American labor history, the process and the philosophy of collective bargaining, dispute settlement, and contract administration.

420. International Management (3) S

Prerequisite: MGT 318.

This course is designed to acquaint students with geographic and cultural differences that impinge on management decision making. Both theoretical and practical aspects of management in the international environment will be presented:

425. Employment/Labor Law (3) S—Even Years

Prerequisite: MGT 318 and MGT 321.

Common law, statutory and regulatory provisions pertaining to the employer-employee relationship and labor-management relations. Topics: hiring and terminating employees, discrimination, privacy, unions, collective bargaining, and statutory protections of workers.

432. Human Resource Management (3) F

Prerequisite: MGT 318.

A study of the methods used by business firms and the public sector in recruitment, training, remuneration, and utilization of human resources.

435. Business Ethics and Social Responsibility (3) F, S

Prerequisite: Senior standing.

Development of ethical paradigms which underlie contemporary value systems. Extensive use of cases highlighting value choices and resulting consequences.

445. Business Policy (3) F, S

Prerequisite: ACC 212; MGT 318; MKT 328; ECF 211, 212; Senior standing.

Capstone course which introduces students to the concepts of strategic management. Extensive use of case analysis.

Course Offerings in Marketing (MKT)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

328. Principles of Marketing (3) F, S

Prerequisite: ECF 212.

Exploration of the role of marketing in a free enterprise system through the development, implementation, control, and evaluation of marketing strategies with emphasis on marketing models and concepts utilized in decision making.

330. Consumer Behavior (3) S

Prerequisite: MKT 328.

Individual and collective behavior patterns both inside and outside the marketplace, through the use of theoretical model building and empirical research findings. Emphasizes role of research in determining short-range and long-range strategies.

340. Sport Marketing (3) S

Prerequisite: MKT 328. Reciprocal credit: PEWS 340.

Basic marketing concepts in the sports industry. Fundamental techniques of advertising, sales, promotion, fund-raising, and journalism will be explored in relation to sports.

341. Sport Information Management (3) S

Prerequisite: COM 120 and MKT 328. Reciprocal credit: PEWS 341.

See PEWS 341 for course description.

350. Professional Selling (3) S

Prerequisite: MKT 328.

The role of the sales professional within the marketing process. Emphasis on development of selling responsibilities, time and territory management, and interpersonal communication skills through role-plays. Includes analysis of the psychological basis of selling in both consumer and industrial markets.

351. Retail Marketing (3) F

Prerequisite: MKT 328.

Examination of the marketing mix within the retail environment. Analysis of retail strategy in merchandising, customer relations, and inventory control. Evaluation of retail site locations and store layouts.

419. Advertising Management (3) F, S

Prerequisite: MKT 328. Reciprocal credit: COM 419.

The economic and social roles of advertising in contemporary business. Emphasis on creation, implementation, and evaluation of campaigns through the analysis of creative processes, media resources, budgeting, and social responsibility.

424. Marketing Research (3) F

Prerequisite: MKT 328 and MAT 114.

Theories and techniques involved in marketing research. Emphasis upon research objectives and design, sample selection, instrument design, collection techniques and statistical analysis of data, computer applications, report writing for managerial use.

433. Global Marketing Management (3) F

Prerequisite: MKT 328.

Analysis of problems confronting the global marketing manager in making decisions relating to strategy, marketing research, product management, channel management, pricing, and promotional management.

440. Strategic Marketing (3) S

Prerequisite: MKT 328 and Senior Standing.

Analytical and decision making skills necessary to move beyond traditional marketing management. To combine the knowledge of various marketing activities as they relate to managerial functions of planning, organizing, and controlling the marketing.

Available in each departmental prefix:

180-280-380-480. Study Abroad Programs (1-4) As Needed

All courses and their application must be defined and approved prior to travel.

195-6-7. Special Studies (1-4) On demand

Lower-level group studies which do not appear in the regular departmental offerings.

395-6-7. Special Studies (1-4) On demand

Upper-level group studies which do not appear in the regular departmental offerings.

484. Internship (3) By consent

Selected students are assigned to obtain supervised practical work experience in many area accounting firms, advertising companies, local manufacturers, the Chamber of Commerce, banks and various non-profit organizations.

486. Cooperative Education (3) By consent

Selected students are assigned to obtain supervised practical work experience at a local business for an extended period of time. Pass/Fail.

495-6-7. Independent Studies (1-4) On Demand

Individual research under the guidance of a faculty member(s).

498. Seminar (1-3) On Demand

To be used at discretion of the department.

Adult Studies

Bachelor of Science in Business Administration with Major in Professional Public Accounting

Program Leadership

Debbie Newell (1998). PPA Director, Jackson and Assistant Professor of Accounting. B.S. and M.B.A., Murray State University; C.P.A., State of Tennessee.

Jackson Office/Contact

EEmail: dnewell@uu.edu

Phone: 731.661.5486

FAX: 731.661.5540

Scott Lawyer (2000). PPA Director, Germantown and Assistant Professor of Management. B.P.A. and J.D., University of Mississippi.

Germantown Office/Contact:

EEmail: slawyer@uu.edu

Phone: 901.759.5540

FAX: 901.759.1197

Program Admission

An applicant must meet university admission requirements and must be at least 24 years of age to qualify for the PPA program.

Curriculum

The McAfee School of Business offers its Professional Public Accounting major leading to the Bachelor of Science in Business Administration degree. Tennessee requirements include a baccalaureate degree with a minimum of 150 hours earned with specifics in general business and accounting. The B.S.B.A. in PPA as offered here satisfies the specific requirements in general business and accounting; its 130 hours apply toward the 150 minimum hours. For additional details, you can contact the Tennessee State Board of Accountancy at www.state.tn.us/commerce/tnsba.

The educational requirements to sit for the Uniform CPA Examination vary from state to state. Check with the State Board of Accountancy in the state in which you plan to take the exam for requirements specific to that state.

Degree Requirements

- I. General Core Requirements
 - A. General Core and transfer policies specific to Adult Studies Programs are detailed in the "Adult Studies" section of the *Catalogue*.
 - B. Must include MAT 111 or higher level MAT
 - C. Exempt from CSC 105; see BSBA Specific Core instead.
- II. BSBA Specific Core Requirements
 - A. ACC 211, 212; ECF 211, 212; CSC 105; MAT 114
 - B. MGT 250, 318, 321, 435, 445; MKT 328.
- III. Professional Public Accounting Major Requirements—48 hours
 - A. ECF 320, 415; MGT 341, 348, 432
 - B. ACC 311, 313, 314, 315, 319, 350, 413
 - C. ACC Electives—6 hours
 - D. Upper Level MGT Electives—3 hours

- E. Upper Level Business Electives—6 hours
- VI. Minor requirements: none

Assessment of Majors

Proficiency in accounting, economics, finance, management, marketing, quantitative concepts, and their integration will be assessed through the ETS Major Field test. Each student pursuing a BSBA degree will be required to take this test in MGT 445.

Demonstrated ability to assess and analyze data and other pertinent information to identify and resolve managerial problems will be evaluated based on students' successful completion of the capstone course, MGT 445.

Course Offerings

Course Offerings for the PPA parallel those in the traditional programs of the McAfee School of Business as detailed above.

Adult Studies

Bachelor of Science in Organizational Leadership

Program Leadership

Barbara Perry (1999). Director of the *LAUNCH* Program, Chair of the Department of Continuing Studies and Associate Professor. B.A., University of Michigan, Ann Arbor;; M.B.A., Robert-Morris College; Ed.D. Candidate, University of Memphis.

The McAfee School of Business Administration offers the Leadership for Adult Undergraduate Cohorts, *LAUNCH*, degree-completion program. The Program is available with either a General Emphasis or an Allied Health Emphasis in the Bachelor of Science in Organizational Leadership degree. The complete description of the program and contact information, in addition to its admission and academic requirements are located in the "Continuing Studies Department" section of the *Catalogue*.