

Business Administration (BS)

Sports Management (BS)

Bachelor of Business Administration (BBA) (OPTIONS)

Contemporary Studies (BA) (OPTIONS)

Corporate Communication (BA) (OPTIONS)

Organizational Studies (BA) (OPTIONS)

Sports and Entertainment Management (BS) (OPTIONS)

General Education Curriculum (OPTIONS)

The mission of the Eckelkamp College of Global Business and Professional Studies at Fontbonne University is to provide academically sound traditional and non-traditional business programs that are responsive to current and future business needs. The college strives to create a supportive environment that provides individualized attention to a diverse student population. Consistent with the liberal arts orientation of the university, the programs are designed to enhance students' ethical and global perspectives, and their overall quality of life professionally and personally, and to prepare them for successful careers.

The college offers a bachelor of science (BS) degree in business administration and a bachelor of science (BS) degree in sports management in the traditional format. The college also offers a minor in business administration and in sports management for students in other departments/majors.

The college's OPTIONS division offers a bachelor of business administration (BBA) degree and bachelor of arts (BA) degrees in contemporary studies, corporate communication, and organizational studies, and a bachelor of science (BS) degree in sports and entertainment management, as well as a general education curriculum, all in an accelerated format for working adults.

For information on the graduate programs in the Eckelkamp College of Global Business and Professional Studies, see the graduate program section in this catalog.

FACULTY

Linda D. Maurer, associate professor of business administration and dean of the Bonnie and L.B. Eckelkamp College of Global Business and Professional Studies

Mark M. Alexander, instructor of business administration

Somer Anderson, instructor of business administration

Linda Buhr, assistant professor of business administration

Robert Carver, professor of business administration

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Hans Helbling, associate professor of business administration

Erin McNary, assistant professor and director of sports management

Jill Weber, instructor of business administration

Undergraduate degree program information follows under the headings of the Eckelkamp College of Global Business and Professional Studies—traditional programs and the Eckelkamp College of Global Business and Professional Studies—OPTIONS programs.

ECKELKAMP COLLEGE OF GLOBAL BUSINESS AND PROFESSIONAL STUDIES—TRADITIONAL PROGRAMS

The college supports the life-long learning goals of Fontbonne University and attempts to ensure that each student graduates with the ability to think critically, act ethically, and assume responsibility as citizens and leaders. The college also works to provide students with facts, theories, and practical skills to hold responsible managerial and administrative positions in general business, industry, and nonprofit organizations. The college accomplishes this by offering undergraduate majors in business administration and in sports management both leading to a bachelor of science degree. Those students majoring in business administration or sports management who are seeking intensive exposure to accounting, finance, management, or marketing can obtain a concentration in these areas.

Co-Operative Education (CO-OP)

Many cooperative education experiences are available for students working toward an undergraduate degree in the college. Such experiences allow the student to earn money and receive college credit for academically-related work experience.

MAJOR IN BUSINESS ADMINISTRATION Baccalaureate Degree and Residency Requirements

All requirements for an undergraduate degree are listed in the undergraduate academic policies and regulations section in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is

required after completing the equivalent of one full semester (a minimum of 12 credit hours) at Fontbonne.

Students majoring in business administration must have a minimum cumulative grade point average of 2.5 in all courses required for the major (all business courses) at the time of application for major approval and through degree completion (*graduation*).

A minimum cumulative grade point average of 2.5 is required to declare a concentration.

General Education Requirements

The 42 credit hours of general education requirements are presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement for the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

- COM 102 Public Speaking (3 credits)
- MTH 105 College Algebra (4 credits)
- PHL 221 Business Ethics (3 credits)
- PSY 100 Introduction to Psychology (3 credits)

OR

- SOC 100 Survey of Sociology (3 credits)

Courses Required in the Business Administration Major

- BUS 200 Professional Development (3 credits)
- BUS 202 Principles of Macro Economics (3 credits)
- BUS 203 Principles of Micro Economics (3 credits)
- BUS 205 Financial Accounting (3 credits)
- BUS 207 Managerial Accounting (3 credits)
- BUS 230 Management Principles (3 credits)
- BUS 233 Marketing Principles (3 credits)
- BUS 241 Business Law (3 credits)
- BUS 310 Organizational Behavior (3 credits)
- BUS 325 International Business (3 credits)
- BUS 342 Legal Environment of Business (3 credits)
- BUS 343 Managerial Finance (3 credits)
- BUS 387 Production/Operations Management (3 credits)
- BUS 410 Management Information Systems (3 credits)
- BUS 470 Strategic Management (3 credits)
- BUS 473 Major Field Test for Business (0 credits)
- BUS 485 Internship in Business Administration (3 credits)
[with internship advisor approval]

Courses required in other disciplines

- ENG 201 Business Writing (3 credits)
- MTH 115 Introduction to Statistics (3 credits)

CONCENTRATIONS FOR THE BUSINESS ADMINISTRATION MAJOR

The departmental course requirements for a concentration must be completed at Fontbonne University. If a student, prior to transferring, has already completed a course that is required in the concentration by Fontbonne, to earn the concentration the student must still complete a minimum of 18 credit hours of upper-division coursework in that concentration at Fontbonne.

A maximum of two concentrations are allowed and a minimum cumulative grade point average of 2.5 is required to declare a concentration.

Accounting Concentration: 19 credits

The accounting concentration prepares students for careers in public and private accounting.

- BUS 311 Intermediate Accounting I (4 credits)
- BUS 312 Intermediate Accounting II (3 credits)
- BUS 314 Cost Accounting (3 credits)
- BUS 319 Survey of Federal Income Taxation (3 credits)
- BUS 405 Auditing (3 credits)
- BUS 467 Advanced Topics in Accounting (3 credits)

If a student desires to sit for the CPA exam he/she must take a total of 33 credit hours of accounting courses. After completing the central core and the accounting concentration, the student will need an additional nine credit hours of accounting courses at the undergraduate or graduate level. For detailed information on dual undergraduate/graduate enrollment, please refer to the undergraduate and/or the graduate academic policies and regulations sections in this catalog.

Finance Concentration: 18 credit hours

The finance concentration prepares students for careers in finance, banking, insurance, and real estate.

- BUS 344 Money & Banking (3 credits)
- BUS 346 Credit Management (3 credits)
- BUS 352 Investments (3 credits)
- BUS 394 Commercial Banking (3 credits)
- BUS 415 Advanced Financial Management (3 credits)
- BUS 465 Case Studies in Finance (3 credits)

Management Concentration: 18 credit hours

The concentration in management gives students a general understanding of the behavioral aspects of organizations. It is ideal for students who are either undecided regarding the other business concentrations or who wish a non-quantitative approach to business administration.

- BUS 303 Public Administration and Nonprofit Management (3 credits)
- BUS 331 Human Resource Management (3 credits)
- BUS 351 International Management (3 credits)
- BUS 362 Small Business and Entrepreneurship (3 credits)
- BUS 401 Advanced Concepts in Management (3 credits)
- BUS 471 Leadership: Managing in a Changing Environment (3 credits)

Marketing Concentration: 18 credit hours

The marketing concentration prepares students for careers in sales, sales management, advertising, market research, and marketing management.

- BUS 336 Advertising Principles (3 credits)
- BUS 356 Principles of Selling (3 credits)
- BUS 357 Consumer Behavior (3 credits)
- BUS 362 Small Business and Entrepreneurship (3 credits)
- BUS 369 Marketing Research (3 credits)
- BUS 400 Marketing Management (3 credits)

MINOR IN BUSINESS ADMINISTRATION

A student must successfully complete, at Fontbonne, a minimum of 50% of the credit hours required for the minor.

Minor in Business Administration: 21 credit hours

- BUS 202 Principles of Macro Economics (3 credits)
- BUS 205 Financial Accounting (3 credits)
- BUS 230 Management Principles (3 credits)
- BUS 233 Marketing Principles (3 credits)
- BUS 343 Managerial Finance (3 credits)
- CIS 100 Computer Technology: Issues and Applications (3 credits)
- MTH 115 Introduction to Statistics (3 credits)

Minors are available in other departments. Students wishing to pursue minors in other departments should consult their advisor.

**MAJOR IN SPORTS MANAGEMENT
Baccalaureate Degree and Residency Requirements**

All requirements for an undergraduate degree are listed in the undergraduate academic information and academic policies and regulations sections in this catalog. These requirements include general education requirements and a graduation requirement of at least one course in religion or theology.

Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) at Fontbonne.

Students majoring in sports management must have a minimum cumulative grade point average of 2.5 in all courses required for the major (*all business and sports management courses*) at the time of application for major approval and through degree completion (*graduation*).

Students are encouraged to select a minor to complement their major area of study. Students wishing to pursue minors in other departments should consult their advisor.

General Education Requirements

The 42 credit hours of general education requirements are

presented in the undergraduate academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major or a course requirement in another discipline.

The following specific general education courses must be chosen to meet the requirements for this major:

- PSY 100 Introduction to Psychology (3 credits)
- CIS 110 Microcomputer Applications-Spreadsheets (3 credits)
- PHL 221 Business Ethics (3 credits)
- MTH 115 Introduction to Statistics (3 credits)

Courses Required in the Sports Management Major

- BUS 202 Principles of Macro Economics (3 credits)
- BUS 203 Principles of Micro Economics (3 credits)
- BUS 205 Financial Accounting (3 credits)
- BUS 233 Marketing Principles (3 credits)
- BUS 325 International Business (3 credits)
- BUS 357 Consumer Behavior (3 credits)
- SPT 101 Introduction to Sports Management (3 credits)
- SPT 300 Legal Issues in Sports (3 credits)
- SPT 310 Social Aspects of Sports (3 credits)
- SPT 320 Sports Psychology (3 credits)
- SPT 330 Leadership and Governance in Sports (3 credits)
- SPT 340 Sports Event and Venue Management (3 credits)
- SPT 350 Sports Marketing (3 credits)
- SPT 480 Strategic Management in the Sports Industry (3 credits)
- SPT 495 Internship in Sports Management (3 credits) [with internship advisor approval]

Courses required in other disciplines

- HES 119 Essential Concepts for Health and Fitness (3 credits)
- HES/SPT 213 Nutrition for Fitness and Physical Performance (3 credits)
- COM 350 Organizational Communication (3 credits)
- ENG 201 Business Writing (3 credits)

**CONCENTRATIONS FOR THE SPORTS
MANAGEMENT MAJOR**

Accounting, finance, management, and marketing concentrations are also available with the sports management major. See detailed information regarding concentrations in the bachelor of science in business administration section above.

MINOR IN SPORTS MANAGEMENT

A student must successfully complete, at Fontbonne, a minimum of 50% of the credit hours required for the minor.

Minor in Sports Management (18 credits)

- BUS 325 International Business (3 credits)
- SPT 101 Introduction to Sports Management (3 credits)
- SPT 300 Legal Issues in Sports (3 credits)
- SPT 310 Social Aspects of Sports (3 credits)

OR

- SPT 320 Sports Psychology (3 credits)
- SPT 330 Leadership and Governance in Sports (3 credits)
- SPT 350 Sports Marketing (3 credits)

ECKELKAMP COLLEGE OF GLOBAL BUSINESS AND PROFESSIONAL STUDIES—OPTIONS PROGRAM

In response to growing demands from the business community and the changing demographics of higher education, Fontbonne University established OPTIONS in 1991 expressly for the working professional. This program offers a variety of degrees both at the undergraduate and graduate level. The format is designed to meet the needs of the fast-paced lives of today. Students may enter class in any of five enrollment terms each year, so their next opportunity to begin class is always just around the corner. When students register in OPTIONS they will do so for four terms at once, creating an extended schedule based on their needs. Classes are offered in Clayton, Brentwood, North County and South County.

In addition to bachelor degrees, a general education curriculum is offered for students with little to no college credit. These courses also serve a second purpose which is to assist transfer students in completing those general education courses that have not yet been fulfilled by their transfer credits.

Faculty members in the OPTIONS programs are professionals with advanced degrees and practical experience in the courses they teach. Because enrollment is limited to career-minded men and women with work experience, the classroom style is interactive, relating theory to real-world events.

Each class meets formally the same night for eight weeks and students choose whether to take one or two courses each term. Note that by selecting two courses in each term, a student may accumulate up to 30 credits a year.

For additional information, contact:

Fontbonne University OPTIONS
 1300 Strassner Drive
 Brentwood, MO 63144-1873
 314.863.2220
 Fax: 314.963.0327
 Email: OPTIONS@fontbonne.edu
www.fontbonne.edu/admissions/OPTIONS

GENERAL EDUCATION CURRICULUM—UNDECLARED

The Fontbonne OPTIONS general education curriculum is for those adults who want to earn a bachelor's degree but have little or no prior college/university credit. The curriculum delivers the liberal arts foundation for a degree and serves as a stepping stone directly into any of the OPTIONS bachelor degree programs. These courses cover several disciplines,

including English and communication, fine arts, science, and the social sciences. The OPTIONS general education curriculum comprises approximately one third of the courses needed for graduation and all of the general education requirements.

Admission Requirements

- Completed application form and \$25 non-refundable application fee.
- Official high school transcript or GED certificate.
- A minimum high school grade point average of 2.5 on a 4-point scale or acceptable GED score (*if fewer than 15 transferable college semester credits*).
- Official college transcripts from each accredited, degree-granting institution attended.
- Minimum college cumulative grade point average of 2.0 on a 4-point scale.
- A minimum age of 23 years.
- A minimum of two years of full-time work experience.
- Two letters of recommendation from persons qualified to judge the applicant's professional expertise, character, and capacity for college-level study.
- Applicants whose native language is not English must pass the Test of English as a Foreign Language (TOEFL) with a score of 213 CBT/79 IBT or a Fontbonne authorized equivalent test.

The following OPTIONS only courses meet the general education requirements, a graduation requirement, a prerequisite, or an elective credit for OPTIONS students. The descriptions for these courses can be found in the individual undergraduate departmental course listings.

- BBA 308 Data Development and Analysis (3 credits)
- BIO 106 Topics in Environmental Science with Lab (3 credits)
- CIS 100 Computer Technology: Issues and Applications (3 credits)
- COM 102 Public Speaking (3 credits)
- ENG 101 Composition I (3 credits)
- ENG 102 Composition II (3 credits)
- ENG 120 Introduction to Literature (3 credits)
- GOV 101 U.S. and Missouri Constitutions (1 credit)
- GWY 110 Personal and Professional Development (3 credits)
- GWY 115 Critical Thinking & Writing (3 credits)
- HST 340 American Social History (3 credits)
- INT 199 Information Navigation and Evaluation (1 credit)
- MTH 093 Essential Topics for Algebra (3 credits)
- MUS 106 American Popular Music (3 credits)
- PHL 260 Contemporary Moral Issues (3 credits)
- PHY 108 Introduction to Physical Science with Lab (3 credits)
- REL 100 Introduction to Religious Studies (3 credits)
- SOC 100 Survey of Sociology (3 credits)

BACHELOR DEGREES (OPTIONS)

Bachelor of Business Administration (BBA) Degree
 Bachelor of Arts (BA) Degree in Contemporary Studies
 Bachelor of Arts (BA) Degree in Corporate Communication
 Bachelor of Arts (BA) Degree in Organizational Studies
 Bachelor of Science (BS) Degree in Sports and
 Entertainment Management

Requirements to Declare a Major for New and Continuing Students—OPTIONS

- Completed application form and \$25 non-refundable application fee (*new students*).
- A minimum of 48 approved semester credits earned from accredited, degree-granting colleges or universities.
- Official transcripts must be received from each institution attended. Upon approval, credit hours can also be awarded through prior learning assessment.
- A maximum of 64 credit hours may transfer from a two-year college.
- Completion of English Composition I and II with a grade of C- or better.
- A cumulative grade point average of 2.0 on a 4.0 scale.
- A minimum age of 23 years.
- A minimum of two years of full-time work experience.
- Two letters of recommendation from persons qualified to judge the applicant's professional expertise, character, and capacity for college-level study.
- Applicants whose native language is not English must pass the Test of English as a Foreign Language (TOEFL) with a score of 213 CBT/79 IBT or a Fontbonne authorized equivalent test.
- Undeclared students who meet the above criteria and wish to declare a major should submit an application for major to their academic advisor.

Graduation Requirements

A total of 128 semester credit hours is required to graduate from Fontbonne including:

- A minimum cumulative grade point average of 2.5 for the specific courses required in the major taken at Fontbonne.
- Satisfactory completion of the general education requirements. A minimum cumulative GPA of 2.0 must be maintained in the general education curriculum. A minimum grade of C- must be attained in each of the three required English and communication courses.
- Satisfactory completion of an approved three credit hour religion or theology course.
- The additional credit hours required for graduation may be obtained at Fontbonne or another accredited, degree-granting institution through:
- Fontbonne OPTIONS general education and supplemental courses—accelerated evening and weekend courses offered up to five times per year.
- Fontbonne Prior Learning Assessment (PLA), including proficiency exams, some licenses, training, and professional and corporate training approved by ACE/PONSI.

BACHELOR OF BUSINESS ADMINISTRATION MAJOR

The bachelor of business administration (BBA) degree program provides adults with a solid grounding in the knowledge and skills necessary to effectively manage organizational needs. Vital business topics are covered in a well-rounded and broad-based curriculum including management, marketing, accounting, law, finance, economics, and international business. Working professionals enhance their leadership, teamwork, and communication skills throughout the program.

A minimum cumulative grade point average of 2.5 is required in the following courses.

Courses Required in the Bachelor of Business Administration Major:

BUS 202 Principles of Macro Economics (3 credits)
 BUS 203 Principles of Micro Economics (3 credits)
 BUS 205 Financial Accounting (3 credits)
 BUS 207 Managerial Accounting (3 credits)
 BUS 230 Management Principles (3 credits)
 BUS 233 Marketing Principles (3 credits)
 BUS 241 Business Law (3 credits)
 BUS 325 International Business (3 credits)
 BUS 331 Human Resource Management (3 credits)
 BUS 343 Managerial Finance (3 credits)
 BUS 387 Production/Operations Management (3 credits)
 BUS 410 Management Information Systems (3 credits)
 BUS 470 Strategic Management (3 credits)
 BUS 473 Major Field Test for Business (0 credits)
 ORG 311 Professional Communication Techniques (3 credits)
 ORG 312 Management and Business Ethics (3 credits)

CONCENTRATIONS FOR THE BACHELOR OF BUSINESS ADMINISTRATION MAJOR

Finance, management, and marketing concentrations are available for the bachelor of business administration major. See detailed information regarding concentrations in the bachelor of science in business administration section.

CONTEMPORARY STUDIES MAJOR

The bachelor of arts (BA) degree in contemporary studies addresses contemporary issues of our time. Examined from a framework of ethics, leadership, and public responsibility, the multidisciplinary program recognizes the increasing interdependence of the world and the global nature of current issues. The broad-based curriculum is relevant on both a personal and professional level, by helping provide deeper insight and understanding of current issues, values, and cultures in the world today. Students are challenged to think critically about important social, cultural, and economic events. The BA degree in contemporary studies seeks to develop the whole person by learning new ideas and fresh ways of thinking, rather than training for a specialized task as in more traditional fields of study.

A minimum cumulative grade point average of 2.5 is required in the following courses.

Courses Required in the Contemporary Studies

Major

- BAC 400 Foundations of Contemporary Culture (3 credits)
- BAC 405 Isolation of the Modern Leader (3 credits)
- BAC 410 Corporate Responsibility in Today's World (3 credits)
- BAC 415 Collision of Values and Culture in the Expression of Art (3 credits)
- BAC 416 Societal and Legal Implications of the Internet (3 credits)
- BAC 420 Reel to Real: The Impact of Representations in Film on Cultures (3 credits)
- BAC 430 Nutrition in Global Societies: The Role of Cultures and Values (3 credits)
- BAC 435 Exploring Religion's Role in Politics (3 credits)
- BAC 440 Influence of American Culture on International Communities (3 credits)
- BAC 445 Terrorism, War, Peace, and Human Rights (3 credits)
- BAC 495 Examination of Social Policy (3 credits)

CORPORATE COMMUNICATION MAJOR

The bachelor of arts (BA) degree in corporate communication is a broad-based, multidisciplinary degree program combining business with a wide variety of communication courses. The program establishes a solid foundation related to how businesses communicate internally between people and departments, as well as externally with its stakeholders, the public, and other key audiences. Students will be exposed to different communication tools, processes, and strategies within the organizational setting and learn to apply them appropriately. Writing, presentation, and interpersonal skills are emphasized throughout the curriculum to develop skillful communicators who are highly valued and in demand by employers. The degree in corporate communication will provide the knowledge and skills to help students become a more capable manager, leader, and motivator.

A minimum cumulative grade point average of 2.5 is required in the following courses.

Courses Required in the Corporate Communication

Major

- BCC 300 Foundations in Corporate Communication (3 credits)
- BCC 310 Effective Writing for Business Communication (3 credits)
- BCC 320 Corporate Presentation & Persuasion (3 credits)
- BCC 330 Public Relations & Media Communications (3 credits)
- BCC 340 Understanding the Business Environment (3 credits)
- BCC 350 Organizational Culture and Leadership (3 credits)
- BCC 400 Global Communication in the 21st Century (3 credits)

- BCC 420 Marketing & Design Principles (3 credits)
- BCC 430 Legal and Ethical Issues in Corporate Communication (3 credits)
- BCC 440 Strategic Communication (3 credits)
- BCC 490 Capstone Experience in Corporate Communication (3 credits)
- ORG 410 Organizational Communication for Managers (3 credits)

CONCENTRATION FOR THE CORPORATE COMMUNICATION MAJOR

A marketing concentration is available for the corporate communication major. See detailed information regarding concentrations in the bachelor of science in business administration section.

ORGANIZATIONAL STUDIES MAJOR

The bachelor of arts (BA) degree in organizational studies is designed for adults who wish to assume leadership and administrative roles within the organization. A variety of disciplines are integrated into the curriculum including management, psychology, communication, law, and human resources. Coursework focuses on the behavioral aspects of managing, motivating, and communicating to help working professionals become more effective at the workplace. Leadership and teamwork skills, as well as ethical issues facing today's manager, are reoccurring themes throughout the program.

A minimum cumulative grade point average of 2.5 is required in the following courses.

Courses Required in the Organizational Studies

Major

- BUS 101 Intro to Business Administration (3 credits)
- BUS 230 Principles of Management (3 credits)
- BUS 310 Organizational Behavior (3 credits)
- BUS 331 Human Resource Management (3 credits)
- BUS 410 Management Information Systems (3 credits)
- BUS 471 Leadership: Managing in a Changing Environment (3 credits)
- ORG 311 Professional Communication Techniques (3 credits)
- ORG 312 Management and Business Ethics (3 credits)
- ORG 314 Employment Law (3 credits)
- ORG 315 Applications in Modern Math (3 credits)
- ORG 316 Social Psychology & the Workplace (3 credits)
- ORG 401 Managing in a Multi-Cultural Workplace (3 credits)
- ORG 409 Seminar in Human Resource Management (3 credits)
- ORG 410 Organizational Communication for Managers (3 credits)
- ORG 435 Seminar in Organizational Studies (3 credits)

CONCENTRATION FOR THE ORGANIZATIONAL STUDIES MAJOR

A management concentration is available for the organization studies major. See detailed information regarding concentrations in the bachelor of science in business administration section.

SPORTS AND ENTERTAINMENT MANAGEMENT MAJOR

The bachelor of science (BS) degree in sports and entertainment management is an innovative business degree program. The dual focus offers opportunity for greater exposure to both exciting, high-growth industries which share many areas of common ground. Wide-ranging topics are viewed from a business and management perspective with particular emphasis on industry-specific issues, topics, and insight. This degree provides a broad-based business foundation in sports and entertainment management and develops critical thinking, communication, and managerial skills which are highly transferable to any industry.

A minimum cumulative grade point average of 2.5 is required in the following courses.

Courses Required in the Sports and Entertainment Management Major

- BUS 203 Principles of Microeconomics (3 credits)
- BUS 205 Financial Accounting (3 credits)
- BUS 233 Marketing Principles (3 credits)
- BUS 343 Managerial Finance (3 credits)
- ORG 311 Professional Communication Techniques (3 credits)
- ORG 316 Social Psychology & the Workplace (3 credits)
- SEM 300 Introduction to Sports & Entertainment Management (3 credits)
- SEM 340 Event Development in Sports & Entertainment (3 credits)
- SEM 350 Ethical and Legal Issues in Sports & Entertainment (3 credits)
- SEM 365 Leadership & Governance in Sports & Entertainment (3 credits)
- SEM 400 Promotions & Public Relations in Sports & Entertainment (3 credits)
- SEM 430 Global Perspectives in Sports & Entertainment (3 credits)
- SEM 440 Social Aspects of Sports and Entertainment (3 credits)
- SEM 490 Strategic Management in Sports & Entertainment (3 credits)

CONCENTRATIONS FOR THE SPORTS AND ENTERTAINMENT MANAGEMENT MAJOR

Finance, management, and marketing concentrations are available for the sports and entertainment management major. See detailed information regarding concentrations in the bachelor of science in business administration section.

COURSES

Business

BUS 101 Introduction to Business Administration (3 credits)

Examines the various functions of business administration: accounting, finance, management, and marketing. The course also surveys topics in economics, ethics, and international business. This course is designed to provide the beginning business student a better basis for choosing concentrations, or for the non-business major to gain a general knowledge of the modern business world. FA, SP

BUS 124 Business Mathematics (3 credits)

A study of essential, basic quantitative skills, and procedures used in business. Topical coverage includes mark-ups, mark-downs, discounts (cash and trade), simple interest, compound interest, annuities, consumer credit, home mortgages, taxes, insurance, and investments. Prerequisite: MTH 091 or competency. Offered on an as-needed basis.

BUS 200 Professional Development (3 credits)

This course presents an overview of the fundamentals of professional development planning. It is designed to prepare students for positions in their chosen field or advancement in their current jobs. Topics include individual personality and skills assessment, job search strategies, culture of business, professional presence and leadership. Classes are highly participatory and will involve guest presenters. Special emphasis will be given to business-related careers. Open to all majors; required for business majors. FA, SP

BUS 202 Principles of Macro Economics (3 credits)

Macro economics deals with the problem of how society allocates its scarce resources. Topics such as national income determination, inflation, unemployment, economic growth, and the monetary system are examined. FA, SP, SU

BUS 203 Principles of Micro Economics (3 credits)

Micro economics deals with the theory of the firm, price determination, and resource allocation. FA, SP, SU

BUS 205 Financial Accounting (3 credits)

Acquaints students with the language of communicating financial information of a business enterprise to owners and stakeholders. Material to be covered includes the components of financial statements and the development thereof, accounting principles of service and merchandising concerns, and inventory and depreciation methods. FA, SP, SU

BUS 207 Managerial Accounting (3 credits)

Focuses on developing and utilizing accounting information for planning, control, and managerial decision making. Cost classifications, job costing, process costing, activity-based costing, cost-volume profit analysis, budgeting, variable costing, relevant cost, and the contribution approach to decision making will be covered. Prerequisite: BUS 205. FA, SP, SU

BUS 208 Personal Finance (3 credits)

A study of the following consumer topics: consumer credit, housing, income tax, insurance (property, liability, life), investments, and estate planning. Offered on an as-needed basis.

BUS 230 Management Principles (3 credits)

A review of the classical management functions of planning, organizing, directing, and controlling. Provides a systematic analysis of management's responsibilities in profit and non-profit organizations. The student gains a thorough understanding of what it means to be a manager and the functions and duties of managers within the managerial hierarchy. FA, SP, SU

BUS 233 Marketing Principles (3 credits)

A survey of the major marketing functions: sales, advertising, transportation, pricing, channels of distribution, promotion, customer service, consumer and industrial buying behavior. An in-depth analysis of the middleman functions of wholesaling and retailing are provided. An analysis and review of free enterprise marketing theory. FA, SP, SU

BUS 241 Business Law (3 credits)

An introductory course in the study of business law. Topics include the nature of law, the types and function of dispute resolutions, contracts, agency, torts, and business organizations. FA, SP, SU

BUS 247 Negotiation Skills in Business (3 credits)

This course introduces the theory and practice of effective negotiations. Focus is placed on the human responses to negotiations, planning for negotiations, and bargaining techniques. Offered on an as-needed basis.

BUS 293 Special Topics (1-3 credits)

Course offered to supplement regular course offerings. Offered on a one-time or periodic basis.

BUS 294-299 Cooperative Education (1-6 credits)

Supervised off-campus work experience for pay and for academic credit. Must be related to the student's degree program. Cooperatively administered by an employer and the director of cooperative education. P/NP grading option only. Prerequisite: Sophomore/junior/senior status. FA, SP, SU

BUS 303 Public Administration and Nonprofit Management (3 credits)

Compares and contrasts business administration and public administration. Details the job of the public administrator and explains how the public's interest differs from the stockholder's interest. Explains the importance of public administration as a profession and the many jobs available in the various public sectors. Prerequisite: BUS 230. SP

BUS 310 Organizational Behavior (3 credits)

The study and application of knowledge about how people act within organizations. An examination of psychological and sociological principles that affect organizational behavior. Topics in motivation, leadership, organizational structure,

communication, group dynamics, and organizational development will be emphasized. Prerequisite: BUS 230. FA, SP, SU

BUS 311 Intermediate Accounting I (4 credits)

A study of the body of generally accepted accounting principles specifically concerned with the recognition of matching of revenues and expenses to determine book net income and the related issues of asset measurement, including modifications and refinements used to develop accounting information. Prerequisite: BUS 205. FA

BUS 312 Intermediate Accounting II (3 credits)

A study of generally accepted accounting principles focusing on the problems of balance sheet valuation and the affect upon the income statement and the statement of cash flows. Recent accounting standards affecting judgment and opinion upon financial statements are also considered. Prerequisite: BUS 311. SP

BUS 314 Cost Accounting (3 credits)

An intensive study of the unique accounting requirements of manufacturing firms focusing on job, process, activity-based costing, and standard costing method, as well as the implication of direct versus full absorption costing analyses for decision-making purposes. Prerequisite: BUS 207. SP

BUS 319 Survey of Federal Income Taxation (3 credits)

The study of the Internal Revenue Code and concomitant regulations as they relate to the accounting problems affecting individual and corporate taxpayers. Course will deal with both the theoretical and practical (compliance) aspects of tax accounting, including the regular and alternative minimum tax computations. Prerequisite: BUS 205. FA

BUS 325 International Business (3 credits)

Topics include importing, exporting, tariffs, the balance of payments, foreign exchange, and the phenomenon of globalization. Prerequisites: BUS 202. FA, SP, SU

BUS 331 Human Resource Management (3 credits)

A study of the role of personnel as a staff function within the organization. Personnel functions of recruitment, interviewing, manpower planning, wage and salary administration, management development, and motivation are examined. An investigation of the interpersonal relationships of employees in the organizational setting is also considered. Prerequisite: BUS 230. FA

BUS 332 Seminar in Human Resource Development (3 credits)

This course provides an in-depth analysis of the manager's role in managing and developing talent in the organization. The course will include readings, discussion, and skill-building cases and exercises. Prerequisite: BUS 331. Offered on an as-needed basis.

BUS 334 Retail Management (3 credits)

A study of relevant merchandising, pricing, promotional, and control techniques in the retail field of distribution. Prerequisite: BUS 233. FA

BUS 336 Advertising Principles (3 credits)

A general course on promotion techniques, the functions in advertising agencies and departments, with emphasis on effective integrated marketing communications, market analysis, and media use and selection. Prerequisite: BUS 233. SP

BUS 342 Legal Environment of Business (3 credits)

This course focuses on the legal, social, and government forces that impact global business operations. Particular attention will be given to how these forces shape the business environment and the role/responsibility of business to respond to these forces. Prerequisite: BUS 241. FA, SP, SU

BUS 343 Managerial Finance (3 credits)

A study of finance as a managerial tool; particular emphasis will be given to the time value of money, stock and bond pricing, working capital management and capital budgeting. Prerequisite: BUS 205. FA, SP, SU

BUS 344 Money and Banking (3 credits)

An examination of the functions of money, the commercial banking system, the Federal Reserve System, monetary policy and monetary theory. Prerequisites: BUS 202; BUS 203; BUS 343. FA

BUS 346 Credit Management (3 credits)

A study of consumer and commercial credit functions, credit criteria, practices, systems, policies, and decision making. An emphasis will be on retail and wholesale, entities, banks, finance companies and credit card organizations. Prerequisite: BUS 343. FA

BUS 348 Elements of Supervision (3 credits)

An examination of the role of first-line supervisors within the framework of the organizational setting. The course brings into clear focus the critical function of first-line supervision as the organization's "front line" management team. The importance of the directing function and the balance of relationships are investigated. Prerequisite: BUS 230. Offered on an as-needed basis.

BUS 350 International Marketing (3 credits)

Shows how the key to international marketing lies in becoming familiar with and adapting to the different environmental factors in order to satisfy the wants and needs of consumers by promoting, pricing, and distributing products for which there is an overseas market. The basic marketing strategies (four Ps) will be shown to work as long as they are tailored to the business and socio-cultural environments, economic settings, and the political/legal structures of each individual foreign marketplace. Prerequisites: BUS 233; BUS 325. SP

BUS 351 International Management (3 credits)

An examination of management practices in a changing global market. Topics include culture, politics, planning, organizing, international human resource management, decision making, market entry and expansion, and information management. This course will include case study analysis and discussion. Prerequisites: BUS 230; BUS 325. FA

BUS 352 Investments (3 credits)

A study of securities markets, along with their instruments and characteristics. Includes topics in investment theory and analysis. Prerequisite: BUS 343. SP

BUS 356 Principles of Selling (3 credits)

An introduction to the art of selling. Topics include types of selling and sales training, communications, and the psychology of selling and sales management (compensation and organization). Both the customer and the business perspective are considered. Prerequisite: BUS 233. SP

BUS 357 Consumer Behavior (3 credits)

Explores the application of the principles of psychology and other social sciences to consumer behavior. The impacts of interpersonal dynamics and social influences are studied in depth. Course material is oriented to the practical application of the basic concepts. Prerequisite: BUS 233. FA

BUS 358 Sales Management (3 credits)

This course examines such topics as personal selling techniques and prospecting; role playing in the sales process; evaluation of career opportunities in sales; selecting, training, compensating, and motivating a sales force; distribution methodologies, and impact on sales. Prerequisite: BUS 356. Offered on an as-needed basis.

BUS 359 Industrial/Organizational Marketing (3 credits)

Examines the full range of business-to-business marketing, including commercial enterprises, institutions, and government, as well as traditional industrial marketing issues. It focuses on market dynamics and stresses the strategies industries employ in developing and implementing their methods to industrial buyer behavior, market selection, product planning, product positioning, reseller's market, and pricing. Prerequisite: BUS 233. Offered on an as-needed basis.

BUS 361 Seminar in Sales & Sales Management (3 credits)

Select topics in sales & sales management will be explored in this seminar, such as personal selling techniques and prospecting; role playing in the sales process; evaluation of career opportunities in sales; selecting, training, compensating, and motivating a sales force; distribution methodologies, and impact on sales. Prerequisite: BUS 358. Offered on an as-needed basis.

BUS 362 Small Business and Entrepreneurship (3 credits)

A comprehensive course in the management of small businesses with special emphasis on marketing, finance, and management. Small retailing, wholesaling, manufacturing, and service businesses are studied with special concern to the development of a business plan to fit the needs of the very small business entrepreneur. Prerequisite: BUS205; BUS 230; BUS 233; FA, SP, SU

BUS 366 Accounting Systems (3 credits)

This course is designed to provide students with an understanding of how computers are used to simplify record keeping and to make the accounting process more efficient. Students will receive hands-on experience using commercial accounting modules on personal computers. Prerequisite: BUS 205. Offered on an as-needed basis.

BUS 369 Marketing Research (3 credits)

Presentation of the analytical techniques required to identify target markets, consumer needs, and motivations. Includes problem discovery techniques, research design, interpretation of data, and forecasting. Attention is also given to research techniques for the smaller business enterprise. Prerequisite: BUS 233. SP

BUS 376 Case Studies/Readings in Management (1-3 credits)

Provides the student with an opportunity to review and research a variety of topics within the current literature and to study specific management problems through the case study method. Prerequisite: BUS 230. FA, SP, SU

BUS 377 Case Studies/Readings in Marketing (1-3 credits)

Provides the student with an opportunity to review a variety of topics within the current literature and to study specific marketing problems through the case study method. Prerequisite: BUS 233. FA, SP, SU

BUS 387 Production/Operations Management (3 credits)

A review of operations management in general, with specific emphasis on production in manufacturing environments. Special emphasis is given to material management, inventory control, quality control, production scheduling, plant layout, and the effective utilization of labor to achieve profitable and efficient operations. Prerequisite: BUS 230. FA, SP, SU

BUS 394 Commercial Banking (3 credits)

Study of the banking system and bank management with emphasis on asset/liability management, policies and practices in lending, investment, equity, trust, and international aspects of a bank. Prerequisite: BUS 343. SP

BUS 400 Marketing Management (3 credits)

An investigation into the managerial responsibilities, as expressed in cases, of the modern marketing executive. Marketing strategy and planning are stressed. Emphasis is placed on the techniques used to assemble the marketing mix and satisfy the needs of consumer in identified target markets. Prerequisites: BUS 230; BUS 233. FA

BUS 401 Advanced Concepts in Management (3 credits)

This course analyzes advanced and specialized topics of current concern in the field of management. In addition to providing more depth in terms of content, this course provides the student with considerable practical experience through the use of class exercises, case studies, and group discussions. Prerequisite: BUS 230. SP

BUS 405 Auditing (3 credits)

A study of the standards and procedures used by independent certified public accountants in verifying business data to render an opinion and report on financial statements. Focus is also on generally accepted auditing standards and the AICPA canon of ethics. Prerequisite: BUS 312. FA

BUS 406 Governmental and Nonprofit Accounting (3 credits)

A study of generally accepted accounting principles relating to governmental and nonprofit organizations, including the elements of fund accounting, the use of modified accrual basis accounting, and the preparation of financial statements. Prerequisite: BUS 205. Offered on an as-needed basis.

BUS 410 Management Information Systems (3 credits)

This course covers the use and management of information technologies to enhance business processes, improve business decision making, and gain competitive advantage. Additional emphasis is on the essential role of technologies proving a platform for business, commerce, and collaboration processes among all business stakeholders in today's network enterprises and global markets. Prerequisites: CIS 100; BUS 202; BUS 205; BUS 230. FA, SP, SU

BUS 412 Financial Statement Analysis (3 credits)

The study of analyzing, interpreting, and evaluating the financial statements of a business organization to identify the organization's strengths, weaknesses, and opportunities from the perspective of shareholders, creditors, and other stakeholders. Prerequisite: BUS 343. Offered on an as-needed basis.

BUS 415 Advanced Financial Management (3 credits)

An advanced topics course that builds upon the principles covered in Managerial Finance. Emphasis is on the decision-making processes followed by corporate financial managers. Topics include the time value of money, capital budgeting, risk evaluation, dividend policy, capital markets, evaluation of investment alternatives and derivative securities. Topics will be examined from both domestic and international perspectives. Prerequisites: BUS207; BUS343. SP

BUS 425 Cash and Treasury Management (3 credits)

Study of the dynamics of cash management as it applies to corporations, including cash collection and disbursement, systems, forecasting cash flows, electronic fund transfers, check processing, international cash management, and e-commerce cash reconciliation. Prerequisite: BUS 344. Offered on as as-needed basis. FA

BUS 463 Quantitative Analysis in Business (3 credits)

Study of theories and techniques of mathematical models applied to business decision making, including, but not limited to, probability theory, game theory, linear programming, and forecasting. Prerequisites: BUS 343; MTH 105; MTH 115. SP

BUS 465 Case Studies in Finance (3 credits)

This course covers a wide-range of advanced topics in finance including evaluation of investment alternatives, trends in capital, money markets, derivative securities and management of financial and non-financial firms. Prerequisites: BUS 207; BUS 343. FA

BUS 467 Advanced Topics in Accounting (3 credits)

A study of advanced accounting concepts with particular emphasis on consolidated financial statements, mergers and acquisitions, accounting principles and practices, and financial statement analysis. Prerequisite: BUS 312. SP

BUS 470 Strategic Management (3 credits)

This is the business administration core curriculum capstone course that primarily uses a computer-based business simulation model that requires group and individual performance. This performance will require the student to draw upon all previous coursework in the application of critical thinking skills. Each will demonstrate their business decision making as they formulate and implement strategies, plans, and policies for the improvement of organizational performance. Presentation and written skills will be required in all work performed. Prerequisite: Senior status. FA, SP, SU

BUS 471 Leadership: Managing in a Changing Environment (3 credits)

A study of leadership techniques with a particular emphasis on managing change. This course will go beyond the basic principles of management (BUS 230) and concentrate on the skills needed to develop effective leadership in modern organizational settings. Material will draw on both research in the social sciences and case studies oriented toward organizational situations and specific leaders/skills. Prerequisite: BUS 230. FA

BUS 473 Major Field Test for Business (0 credits)

The Major Field Test (MFT) is designed to assess mastery of concepts, principles, and knowledge expected of students at the conclusion of an academic major in specific subject areas. In addition to factual knowledge, the test evaluates students' abilities to analyze and solve problems, understand relationships, and interpret material. The fee for the MFT is \$35 for undergraduate students. This is a graduation requirement for the bachelor of science degree in business administration and for the bachelor of business administration degree.

BUS 484 Practicum in Business (3 credits)

A supervised experiential-learning course that requires the student to apply the theoretical knowledge obtained in their coursework to an actual work environment. This course will require the student to think critically about the application of business theories to the workplace. The student will be required to identify the specific business theories being utilized in their work setting and analyze their application, including their appropriateness and effectiveness. This course will include a comprehensive paper and presentation. This experiential-learning course will be cooperatively adminis-

tered by an employer-supervisor and a member of the faculty. Prerequisite: Junior or senior status. FA, SP, SU

BUS 485 Internship in Business Administration (3 credits)

A supervised experiential-learning course that requires the student to apply the theoretical and practical knowledge obtained in their coursework to an actual work environment. This course will require the student to think critically about the application of business theories and practices to the workplace. The student will be required to identify the specific business theories and practices being utilized in their setting and analyze their application, including their appropriateness and effectiveness. This course will include, among other assignments, a comprehensive term paper and a formal presentation. The employer-supervisor will be responsible for submitting a formal evaluation of the student's performance at the completion of the semester. The student must be employed a minimum of 150 clock hours during the semester in which he/she is registered for this course. Prerequisite: Junior or senior status. FA, SP, SU

BUS 490 Independent Study (1-4 credits)

Study in a specialized area, to be arranged according to student need and interest. Prerequisites: Junior or senior status; approval of instructor and department chairperson. Offered on an as-needed basis.

BUS 494 Special Topics (1-6 credits)

Course offered to supplement regular course listings. Offered on an as-needed basis.

Sports Management**SPT 101 Introduction to Sports Management (3 credits)**

An introduction to management principles with application to the field of sports management. The course also surveys selected topics in marketing, ethics, and law as they pertain to sports. Also explored are career paths in sports management. FA, SP

SPT 102-105 Intercollegiate Athletic Participation (1-4 credits)

Students participating for Fontbonne University in an intercollegiate sport have the opportunity to register for this one-credit elective course. Completion of the course includes both completion of the competitive season and an acceptable required paper on a topic to be agreed upon by the student and the instructor. Prerequisite: Sports management major or approval from the director of the sports management program. FA, SP

SPT 200 Dynamics of Coaching (3 credits)

This course allows students to develop skills and teaching cues applicable to various lifetime activities and sports. The course emphasizes various aspects of team building, creative problem solving, conditioning, and game strategies. FA

SPT/HES 213 Nutrition for Fitness and Physical Performance (3 credits)

Introduction to basic nutrition concepts related to fitness and physical performance of athletes at all levels. Students will also explore current issues in nutrition for athletes including ergogenic aids and weight management practices. SP

SPT 250 Case Studies and Readings in Sports Management (1-3 credits)

Provides students with an opportunity to review and research a variety of topics within the current literature and to study specific issues within the field of sports management. Prerequisite: Sports management major or approval from the director of the sports management program. FA, SP

SPT 300 Legal Issues in Sports (3 credits)

This course explores several areas of potential liability as it deals with litigation in the sports field. Topics will include sports franchise rights, league issues, sports agents, anti-trust laws, intercollegiate sports and title IX, alternatives to litigation, and paths of response when confronted by a lawsuit. Prerequisite: SPT 101. FA, SP

SPT 310 Social Aspects of Sports (3 credits)

An introduction to sports sociology, this course will address the social, political, and economic significance of sports in society. A variety of topics such as race, class, gender, violence, and disability in relation to American sports will be covered. Students will learn theory in analyzing sports and examine research in sports sociology. Prerequisite: SPT 101. FA

SPT 320 Sports Psychology (3 credits)

An overview of the psychological aspects of sports. This course focuses on the thought processes and attitudes of athletes and individuals involved in sports or exercise activities. Theoretical perspectives in relation to empirical research will be explored. Topics considered include psychological issues that confront coaches, organizations, physical educators, athletes, and teams. Prerequisites: SPT101; PSY 100. SP

SPT 330 Leadership and Governance in Sports (3 credits)

This course places an emphasis on the introduction to management theory and how it can guide practical applications in sports industries. The course will address management philosophy, management tasks, responsibilities, organization structures, leadership, motivational techniques, decision making, and factors that influence governance, such as environmental influences, power and politics. The student will be responsible for engaging in an in-depth look at various sports governing bodies, which include such organizations as the International Olympic Committee, Arena Network, and the National Collegiate Athletic Association. Prerequisite: SPT 101. SP

SPT 340 Sports Event and Venue Management (3 credits)

This course will examine the business concepts involved in developing a sports event. The course will focus on the planning process necessary to stage sports events with

emphasis placed on creating and selecting the location for the event, strategies to encourage spectators and participants, and developing pertinent timelines and operational objectives for the event. Prerequisite: SPT 101. FA

SPT 350 Sports Marketing (3 credits)

A study of the elements in the sports marketing field. Topics include sports marketing strategy, sports consumer behavior, technology as it applies to sports marketing, sports market segmentation, sports brand equity, licensing and branding merchandise, pricing, promotion, sales, sponsorship, public relations, and the future of the sports marketing industry. Prerequisite: SPT 101. FA

SPT 480 Strategic Management in the Sports Industry (3 credits)

This capstone course addresses the strategic decision making process specific to sports organizations. Through a case study analysis, students will investigate and analyze problems, policies, duties, and ethics as they relate to sports business management and strategic planning. Prerequisite: Senior status. SP

SPT 494 Special Topics in Sports Management (3 credits)

Provides the student with an opportunity to explore specific issues within the sports industry and the field of sports management. Opportunities for experiential and service learning are at the core of this course. Prerequisite: SPT 300. Offered on an as-needed basis.

SPT 495 Internship in Sports Management (3 credits)

A supervised experiential-learning course that requires the student to apply the theoretical knowledge obtained in their coursework to an actual work environment. The course will include seminar sessions and comprehensive written and oral reports. Prerequisite: Senior status. FA, SP, SU

COURSES SPECIFIC TO OPTIONS

(see your advisor for details regarding prerequisites and availability of courses)

BBA 308 Data Development & Analysis (3 credits)

This course focuses on the analysis and interpretation of statistical data for the business manager. Topics include an examination of the role of statistics in research, statistical terminology, appropriate use of statistical techniques, and the interpretation of statistical findings in business and business research. Quantitative concepts and basic techniques in research are stressed. Prerequisite: MTH 093.

GWY 110 Personal and Professional Development (3 credits)

This course challenges adult students to manage their available time and energy in light of the demands of their environment; in addition, it will assist them in setting the stage for success. Topics include academic readiness, strategies for managing time and stress, strategies for reading and note taking, test taking, professional and personal growth, basics of writing

and documenting sources to avoid plagiarism, and using technology to enhance learning.

GWY 115 Critical Thinking & Writing (3 credits)

This course introduces students to academic writing and thinking at the college level. Students will gain practice in reading, interpreting, responding, and arguing.

MTH 093 Essential Topics for Algebra (3 credits)

This is a comprehensive course that includes a review of signed numbers and order of operations and then transitions into algebraic concepts. This course will prepare the students to expand their knowledge and exposure to reasoning, problem solving and critical-thinking skills and lay the foundation for subsequent college-level math courses.

Contemporary Studies

BAC 400 Foundations of Contemporary Culture (3 credits)

This course is an introduction into the exploration of the roles and influences exerted by law, ethics, and religion in the shaping and guiding of cultural development. The study will include an examination of the interrelationship of these three dimensions of culture with particular emphasis upon their roles in exerting influence upon forming and changing aspects of contemporary society.

BAC 405 Isolation of the Modern Leader (3 credits)

This course will examine the obligations and privileges of leaders in society and expectations that influence leaders. Topics will include an examination of the effect of insulating leaders from day-to-day tasks, the creation of a leader's expectation of privilege as a result of their position, the impact of insulating leaders from those components of society for whom a leader's decisions have a large impact, and the balancing of special interests essential for the continued success of a leader versus a focus on the general well being of society.

BAC 410 Corporate Responsibility in Today's World (3 credits)

This course will examine the obligation to shareholders, employees, community members, and society at large and the complex dilemmas in business in trying to "do good" for society and "do well" for the shareholders. This course will also discuss the role marketing has in creating a demand for products and an awareness of ideas. Topics will include target marketing and its impact on segments of the population, the role of advertising in creating images that are embraced by society as goals for which to strive, and corporate social responsibility from a strategy perspective supportive of core business objectives.

BAC 415 Collision of Values and Culture in the Expression of Art (3 credits)

This course is a thematic exploration of visual art, encompassing art made during prehistoric eras to present day. Material covered in the course defines the purposes and

functions of art in different civilizations with emphasis on exhibiting art, patronage, and religion.

BAC 416 Societal and Legal Implications of the Internet (3 credits)

This course explores the development and proliferation of the internet and the ways in which the wide variety of internet-based information services have either enhanced or inhibited social communication, education, entertainment, the arts, politics, and religion as well as other aspects of contemporary culture. Topics include freedom of speech, censorship, privacy rights, e-commerce, e-giving, social-networking, intellectual property, and ownership rights.

BAC 420 Reel to Real: The Impact of Representations in Film on Cultures (3 credits)

By analyzing documentary and feature films about the same subjects, students will learn how films both construct and reflect commonly held beliefs about how the world works. Students will use the techniques of textual analysis to argue ways that films can solidify or challenge ideas about class, gender, and race. These same techniques can be applied to other cultural works from music to literature.

BAC 430 Nutrition in Global Societies: The Role of Cultures and Values (3 credits)

This course will discuss how food and nutrition impacts the health and lifestyle concerns of citizens in different countries. Topics will include global nutrition and the consumer, policy makers, environmental concerns, and corporate involvement.

BAC 435 Exploring Religion's Role in Politics (3 credits)

This course explores the interrelationships of politics and religion. There will be a focus on emerging religious trends in society and the resulting affects of religious ideas, individuals, and movements on the political climate in the United States. Topics will include the political power that religious groups have exerted over the years with emphasis upon national political campaigns in the 21st century.

BAC 440 Influence of American Culture on International Communities (3 credits)

This course will explore the influence of American commerce, culture, values, and religion on countries around the world. Topics will include the role commerce plays in the expectations of citizens and how religion impacts the decisions and policies of international communities.

BAC 445 Terrorism, War, Peace, and Human Rights (3 credits)

This course will explore ethical, theoretical, and practical questions relating to terrorism, the engagement of war, cultural, and ethnic conflicts. This course will explore why we wage war, the development of terrorism and its impact on societies, society's quest for peace, and the methods attempted to achieve peace. This course will also explore the concept of human rights and how terrorism and war impact those rights.

BAC 495 Examination of Social Policy (3 credits)

This course will examine social policy by reviewing social issues and their impact on society. The students will learn about the guidelines for constructing social policy proposals and use their knowledge and skills acquired during this program to effectively evaluate an existing or proposed social policy within the corporate, non-profit, or government sector. The student will discuss the ramifications of the social policy and the impact it will have on various segments of society.

Corporate Communication

BCC 300 Foundations in Corporate Communication (3 credits)

This course integrates and summarizes the evolution of communication as it relates to how we interact in business situations today. Using a theoretical foundation, students will be able to practice and apply the changes in the communication methods used today. Basic writing, presentation, and interpersonal communication skills will be addressed.

BCC 310 Effective Writing for Business Communication (3 credits)

This course covers effective business writing as an integral part of the managerial communications process. Writing strategies to produce concise letters, executive summaries, memos, emails, newsletter articles, as well as engaging PowerPoint presentations, are presented. Topics covered are writing as a management tool, audience analysis, and the process of outlining, writing, and editing. The elements of successful writing in an electronic environment are also discussed along with the impact of technology on business communications.

BCC 320 Corporate Presentation & Persuasion (3 credits)

This course examines the art of persuasion and improving presentation skills. The student will learn the elements of how to effectively deliver presentations to a variety of audiences. Topics covered include design and delivery, the art of persuasion, advanced presentation techniques, non-verbal communication, meeting management strategies, and how to use technology for successful presentations.

BCC 330 Public Relations & Media Communications (3 credits)

This course exposes the student to different kinds of communications/writing projects encountered in corporate settings, each calling for different styles of writing and production techniques. Applications may include video scripts, speeches, newsletters, press releases, position papers, pitch letters, and writing for/to various publics. Emphasis is placed on the nature of corporate image and reputation, investor relations, and communicating with diverse publics. The student will develop a public relations campaign involving a variety of these media.

BCC 340 Understanding the Business Environment (3 credits)

This course provides an understanding of the language of business, how a business works, and how to communicate this business acumen through various functions of an organization. The business functions of accounting, finance, management, and marketing are explored. Emphasis is placed on business terminology and concepts to enable the student to identify functional problems, investigate alternative solutions, and be able to communicate those solutions to appropriate departments.

BCC 350 Organizational Culture and Leadership (3 credits)

This course will examine effective communications from a leadership perspective. Topics will include positive and negative feedback, staff reviews, conducting interviews, negotiating, mentoring staff, employee development, and mediating employee disputes. Students will apply strategies to use communication to achieve goals and objectives of the organization and will examine how communication flows through an organization and learn how to assess an organization's communication hierarchy through cultural and communication audits.

BCC 400 Global Communication in the 21st Century (3 credits)

This course studies the interrelationships between communications and social, political, economic, and cultural factors that affect global communications. Topics include cross cultural communication differences within the workplace, global customs, international money and banking, language differences, technology, and conducting business globally while understanding social and political climates.

BCC 420 Marketing & Design Principles (3 credits)

This course examines marketing and advertising design principles and their application in the business environment. Emphasis is placed on the communication tools available to promote a product or service to target customers. Web page design, newsletters, billboards, posters, other printed materials, and other forms of advertising are presented in this course.

BCC 430 Legal and Ethical Issues in Corporate Communication (3 credits)

This course examines legal and ethical issues and ethical decision making strategies and responsibilities. Topics include crisis communication, judicial issues, disclosure and confidentiality concerns, fair practices in business competition, international law, cyber law, intellectual properties, and regulatory impact. Students will review issues relating to professional and legal conduct as well as specific laws that apply to corporate, non-profit, government, and political arenas.

BCC 440 Strategic Communication (3 credits)

This course identifies key situations that require specialized communication. Through the development of a crisis plan, students will be able to analyze critical situations (e.g.,

disaster recovery, power outages, organizational change) that are identified today as key areas for these plans. Current plans that are being used will be analyzed to help students in the development of critical procedures that will allow the organization to handle any situation that may threaten its well-being or brand.

BCC 490 Capstone Experience in Corporate Communication (3 credits)

This capstone course requires integration and application of the knowledge, theories, skills, and techniques acquired throughout the program. The student will conduct an internal audit of an organization, applying research and development techniques learned, to develop an in-depth project focusing on practical corporate communications issues or opportunities specific to improving communication within organizations.

Organizational Studies

ORG 311 Professional Communication Techniques (3 credits)

This course presents an examination of communication theory and process, and its application to the professional environment. Primary emphasis is on written communication. Principles of effective writing are reviewed and applied to business letters, memos, reports, and other forms of business communication.

ORG 312 Management & Business Ethics (3 credits)

A study of the process and criteria for forming and testing values and relating them to ethical obligations. Personal values are examined in relation to organizational values. Ethical systems are studied and applied to organizational and public policy issues.

ORG 314 Employment Law for Managers (3 credits)

The focus of this course is on managing effectively with an understanding of the potential legal ramifications of employment decisions. Topics include discrimination, the right to privacy, evaluation, and regulation of job performance, OSHA, ERISA, and labor law.

ORG 315 Applications in Modern Math for Managers (3 credits)

This course applies mathematical concepts to real-life problems. Specific mathematical applications to management are studied, such as the mathematics of scheduling, measuring uncertainty, and collecting statistical data. Prerequisite: BBA308.

ORG 316 Social Psychology and the Workplace (3 credits)

The primary focus of this course is on the behavior of individuals in social groups. Applications to the workplace are explored. The course examines scientific theories and research on the ways people think about, influence, and relate to one another. Topics include attribution theory, attitudes, persuasion, conformity, prejudice, aggression and altruism, and the

impact of the community on the organization and vice versa. Prerequisite: PSY 100 or SOC 100.

ORG 401 Managing in the Multicultural Workplace (3 credits)

This course provides a framework for understanding the issues and opportunities managers face in a multicultural environment. Differences and similarities among cultures, ethnicities, gender orientations, age groups, social classes, and nationalities will be explored in the context of managerial effectiveness. The challenges of globalization will also be studied.

ORG 409 Seminar in Human Resource Management (3 credits)

This course covers human resource functions and aspects of management in depth. Current issues in the field are analyzed. Topics include labor relations, crisis management, the organizational reward system, and strategic HR planning. Behavioral science research in the areas of motivation and employee development are studied. Prerequisite: BUS 331.

ORG 410 Organizational Communication for Managers (3 credits)

Focuses on the theoretical framework for improving communication within the organization. Topics for the course include needs assessment, working with data analysis, training and structured experiences, technology in the organization, organizational development and intervention, managing feedback, crisis communication, dealing with conflict, and the change process. Through an ongoing group project, students will develop a comprehensive communication audit. This audit presented both in written and oral forms will include a complete analysis of an organization's communication and specific recommendations for improvement.

ORG 435 Seminar in Organizational Studies (3 credits)

This is a capstone course, requiring the application of knowledge, theories, skills, and techniques derived from previous coursework and experience. Synthesis topics covered include planning and plan execution to achieve organizational goals. Current trends and issues in the field will be discussed. Each student will pursue in depth an area of special interest that has arisen through the organizational studies curriculum.

Sports and Entertainment Management

SEM 300 Introduction to Sports and Entertainment Management (3 credits)

An introduction to management functions with applications in the field of sports and entertainment management. The course also surveys selected topics in sports and entertainment marketing and career paths in sports and entertainment.

SEM 340 Event Development in Sports & Entertainment (3 credits)

This course will examine the business concepts involved in developing a sports and/or entertainment special event. The

course will focus on the planning process necessary to stage sports and entertainment events with emphasis placed on creating and selecting the location for the event, strategies to encourage spectators and participants, and developing pertinent timelines and operational objectives for the event.

SEM 350 Ethical and Legal Issues in Sports & Entertainment (3 credits)

This course will focus on laws and regulatory bodies affecting the management of entertainment and sport personnel, facilities, and events. The course will also examine ethical issues, agreements between professional athletes and leagues, agreements with entertainers and entertainment companies, and endorsement contracts.

SEM 365 Leadership & Governance in Sports & Entertainment (3 credits)

This course places an emphasis on the introduction to management theory and how it can guide practical applications in sports & entertainment industries. The course will address management philosophy, management tasks, responsibilities, organization structures, leadership, motivational techniques, decision making, and factors that influence governance, such as environmental influences, power and politics. The student will be responsible for engaging an in-depth look at various sports and entertainment governing bodies, which include such organizations as the International Olympic Committee, The Disney Music Group, Edge Entertainment, Arena Network and the National Collegiate Athletic Association.

SEM 400 Promotions & Public Relations in Sports & Entertainment (3 credits)

This course will provide an overview of the promotion and sales management facet of a sport or entertainment industry. There will be a focus on developing skills and implementation of these skills essential to generating revenue for a sport or entertainment business. The course will examine such areas as evaluating target audiences, developing promotional campaigns, researching public relations, and creating effective media strategies/messages.

SEM 430 Global Perspectives in Sports & Entertainment (3 credits)

This course is an examination of sports & entertainment as viewed in various parts of the world today, diversity in sports & entertainment in the U.S.A., and their impact on the sports & entertainment world. The course will examine several transformational focuses in the world; the global economy, the electronic village, and the politics of sports & entertainment.

SEM 440 Social Aspects of Sports and Entertainment (3 credits)

This course will analyze the developments, trends, and social processes that explain sports and entertainment activity. The emphasis of this course will be placed on the impact sports and entertainment has on society.

SEM 490 Strategic Management in Sports & Entertainment (3 credits)

This course is the capstone course designed to expose students to the variety of responsibilities faced by top managers in the sport and entertainment industry. Integrating concepts learned from prior courses, this course focuses on practical application and innovation of course concepts to the sport and entertainment industry. This course will use case studies and possible experiential learning using real world sport and entertainment organizations to help students improve decision making and leadership skills.