

WILLIAMS COLLEGE OF BUSINESS

Degrees, Programs and Block Schedules

The mission of the Williams College of Business is to educate students within an Ignatian framework to become manager-leaders who fully utilize their skills and presence to continuously improve their organizations and the global society in which they live.

Staff: Dr. Michael Webb, Dean; Dr. James Brodzinski, Associate Dean of Graduate and Executive Programs; Ms. Jennifer Bush, Director of MBA Enrollment Services; Ms. Cynthia Stockwell, Director of the Undergraduate Program and International Field Experiences; Ms. Dawn Crooks, Coordinator of the G.E. MBA Program; Ms. Jill Gietzen, Coordinator of the Executive MBA Program.

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THE BUSINESS PROFESSION

The Business Profession is a non-credit program for business students at Xavier. The program provides students with career education and professional training to help them more smoothly transition into their business career. The program is required for all business students and supplements their academic studies.

Business students will attend workshops and events each semester on topics such as career assessment and selection, resume writing, interviewing, time management, professional etiquette, networking and others. Students will also have the opportunity to meet with business executives to discuss their career goals.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE (B.S.B.A.)

The Bachelor of Science in Business Administration (BSBA) is offered in the following majors: Accounting, Economics, Entrepreneurial Studies, Finance, General Business, Human Resources, a minor in Human Resources, Information Systems, International Business, Management, and Marketing.

Also offered are a minor in Business, a minor in International Business, a minor in Economics, a minor in Human Resources, a minor in Information Technology, an Associate of Business Administration degree, a Certificate in Pre-MBA Studies, a Master of Business Administration degree, and an Executive MBA program. Students in the Williams College of Business also have the opportunity to participate in a Cooperative Education Program and/or study abroad.

The BSBA provides the student with broad preparation in the field of business administration together with an intensive study in the chosen major. Additionally, the degree integrates the concept of a liberal education, since the student in the Williams College of Business also fulfills the University core curriculum. At least half of the business courses required for a BSBA must be taken at Xavier. The BSBA consists of:

Undergraduate core curriculum (see page 94), 63-66 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social sciences: ECON 200, Microeconomic Principles, and ECON 201, Macroeconomic Principles

Business Core Requirements: 35 hours. A 2.000 grade point average must be attained in the business core and ECON 200 and 201.

Course No.	Subject	Credit Hours
ACCT 200	Introductory Financial Accounting	3
ACCT 201	Introductory Managerial Accounting	3
BLAW 300	Legal Environment	3
ECON 300	International Trade & Business Environment	3
FINC 300	Business Finance	3
HRES 200	Human Resources in a Diverse Society	3
	(Fulfills Cultural Diversity requirement)	
INFO 200	Managing Information Technology	3
MGMT 201	Quality and Productivity in Operations	3
MGMT 300	Managerial Behavior	3
MGMT 301	Managerial Communication	2
MKTG 300	Principles of Marketing	3
STAT 200	Intermediate Business Statistics	3

Major Requirements:

- 18 hours, except accounting, which is 21 hours. See following pages for specific major requirements.
- Complete Business Profession seminars: BUAD 101/102, 201/202, 301/302, 401/402.

Electives:

- 3 hours of business courses.
- 3 hours general electives (except for Accounting majors).

NOTE: Business course credit received ten or more years ago will not be accepted as transfer credit or readmit credit toward current requirements.

BUSINESS SCHOLARS/UNIVERSITY SCHOLARS PROGRAM

Business students in the University Scholars program may also elect to participate in the Business Scholars Program. The program provides advanced coursework in economics, finance, management and business law.

Like the University Scholars program, students take specific classes - designated as "honors" sections-in the business curriculum. The classes fulfill classes required of all business majors. Honors courses are smaller in size and focus more attention on in-depth analysis, critical thinking, discussion and writing.

Business scholars follow the same curriculum guidelines as all other University Scholars. Beyond that, business scholars must take four business courses at honors level. Many of the business honors sections will also serve as Honors Seminars, another requirement in the University Scholars program.

Requirements for Business Scholars Program

Students must complete all University Scholars requirements, plus:

1. Micro- or Macroeconomic Principles (ECON 200 and/or ECON 201) at honors level.
2. Managerial Behavior (MGMT 300) at honors level (seminar course).
3. Business Finance (FINC 300) at honors level (seminar course).
4. Legal Environment (BLAW 300) at honors level (seminar course and E/RS Focus Elective).

Williams College of Business Business Scholars/University Scholars Program

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Freshman Year			
MATH 150, Calculus-Honors	3	MATH 156, General Statistics *	3
History I Elective *	3	History II Elective *	3
ENGL 115, Rehtoric-Honors	3	ECON 200, Microeconomic Principles *	3
Foreign Language I **	3	Foreign Language II **	3
INFO 200, Mgmt of Info Systems	3	THEO 111, Theo Foundations-Honors	3
Total	15	Total	15
Sophomore Year			
ECON 201, Macroeconomic Principles *	3	HRES 200, HR in a Diverse Society ^{EPU}	3
ACCT 200, Financial Accounting	3	ACCT 201, Managerial Accounting	3
MKTG 300, Principles of Marketing	3	STAT 200, Intermediate Bus Stats	3
PHIL 100, Ethics ad Intro to Phil-Honors	3	Literature Elective ^{SEM}	3
Science Elective-Honors (major level)	3	Theo Scrip/Hist or Christ Sys Elect ^{SEM}	3
Total	15	Total	15
Junior Year			
MAJOR	3	MAJOR	3
MGMT 201, Quality & Prod In Operations .3	3	ECON 300, Int'l Trade & Bus Environment .3	3
FINC 300, Busines Finance-Honors	3	MGMT 300, Org Behavior-Honors	3
PHIL 290, Theory of Knowledge	3	ENGL 204, Lit & Moral Imag-Honors	3
Fine Arts Elective **	3	Science Elective I	4
MGMT 301, Managerial Communications .2	2		
Total	17	Total	16

Business Scholars/University Scholars Program, continued

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Senior Year			
MAJOR	3	MAJOR	3
MAJOR	3	MAJOR	3
Bus Elective-Honors or Cooperative Ed	3	BLAW 300, Legal Environ-Honors ^{SEM}	3
Theology Ethics or Rel/Cult Elective ^{SEM}	3	Philosophy Elective ^{SEM}	3
Gen Elect(or ACCT Elect for ACCT majors)3		E/RS Focus Elective (or free elective)	3
Total	15	Total	15

Scheduling Notes:

- * Scholars must take one history course at honors level. Scholars must also take either ECON 200 or ECON 201 at honors level. Beyond THEO 111 and PHIL 100, scholars must also take one course in either area at honors level. Student must take either MATH 156 or second science elective at honors or major level.
- ** Students must demonstrate intermediate foreign/second language proficiency (202 level or above). Students must complete a studio or performance course for the fine arts elective.
- ^{EPU} HRES 200 fulfills the Cultural Diversity Elective. Business scholars need not take an additional E Pluribus Unum course.
- ^{SEM} Possible Seminar Elective. Students must complete a minimum of three seminars. BLAW 300 at honors level also fulfills E/RS Focus Elective.

**Williams College of Business
International Business Major**

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Freshman Year			
MATH 150, Calculus-Honors	3	MATH 156, General Statistics	3
History I Elective	3	History II Elective	3
ENGL 101, English Composition	3	ECON 200, Microeconomic Principles	3
Foreign Language I	3	Foreign Language II	3
INFO 200, Mgmt of Info Systems	3	MKTG 300, Principles of Marketing	3
Total	15	Total	15

Sophomore Year

ECON 201, Macroeconomic Principles	3	PHIL 100, Ethics as Intro to Philosophy	3
THEO 111, Theological Foundations	3	STAT 200, Intermediate Bus Stats	3
Literature Elective	3	MGMT 300, Managerial Behavior	3
HRES 200, HR in a Diverse Society ^{EPU}	3	Science Elective I	3
ACCT 200, Financial Accounting	3	ACCT 201, Managerial Accounting	3
		MGMT 301, Managerial Communications .	2
Total	15	Total	17

Junior Year

MKTG 320, Int'l Marketing (fall or spring) .	3	Int'l Business Elective I (HRES 325 or MGMT 325, spring only) ...	3
ECON 300, Int'l Trade & Bus Environment	3	Cultural Elective I	3
FINC 300, Busines Finance	3	Theology Scrip/Hist or Christ Sys Elective .	3
PHIL 290, Theory of Knowledge	3	MGMT 201, Quality & Prod in Operations .	3
Business Language	3	Science Elective II	3
Fine Arts Elective	3		
Total	18	Total	15

MKTG 300	Principles of Marketing	3
MGMT 201	Quality and Productivity in Operations	3
MGMT 300	Managerial Behavior	3
MGMT 301	Managerial Communication	2

- A 2.000 cumulative average must be attained in the business courses.

COOPERATIVE EDUCATION (CO-OP) PROGRAM

The Williams College of Business offers Cooperative Education (Co-op) opportunities to qualified students. Cooperative Education is a structured educational program which integrates classroom learning and practical experience. Work experiences relate to students' majors and allow them to develop their professional as well as academic skills. Co-op opportunities are employer paid and involve faculty participation and evaluation. Students registered for any Co-op class will be considered full-time status.

Interested students should contact the Co-op director, WCB Office, 3800 Victory Parkway, Cincinnati, Ohio 45207-3230, 513 745-4869, for further details or to apply for the program.

Co-op eligibility requirements:

- Students must be considered full-time.
- Students must have completed 55 credit hours, with at least 15 credit hours completed at Xavier.
- Students must have a cumulative grade point average of 2.750 or better.
- Students must have completed MGMT 301, Managerial Communications.

CERTIFICATE IN PRE-MBA STUDIES

This certificate program satisfies the foundation courses required for admittance into Xavier's MBA program. Students applying for the MBA program must have completed all certificate courses within the previous 7 years and attained a "C" or above in each course, with the exception of FINC 300 (5 years, "B").

Requirements for Certificate in Pre-MBA Studies

Certificate is 21 hours. Required courses include ACCT 200, ACCT 201, ECON 200, ECON 201, STAT 200, FINC 300, MKTG 300.

A 2.000 cumulative average must be attained in these courses.

MASTER OF BUSINESS ADMINISTRATION DEGREE (MBA)

The Master of Business Administration Program at Xavier University is designed to meet the needs of potential and practicing executives. Xavier's MBA program offers a realistic approach to education, utilizing a balanced presentation of relevant theory combined with practical case study. A Xavier MBA is a study in participative learning: case analyses, lectures, group projects, and technology inclusive assignments and simulations. Faculty expertise, cutting edge curriculum, and contemporary methods of instruction enable Xavier MBA students to acquire the basic disciplines and skills of business. Students develop problem-solving and decision-making abilities and the capacity for continued learning.

MBA program applicants must take the Graduate Management Admission Test (GMAT) prior to admission. Test information may be obtained from Xavier's MBA Office or by writing directly to Educational Testing Service, Box 966, Princeton, NJ 08541 or on-line at www.gmat.org. Persons holding the PhD, MD, or JD degrees may be exempt from the GMAT.

Information regarding the MBA program may be obtained from the MBA Office at 513 745-3525 or email XUMBA@XU.EDU.

It is the responsibility of the graduate student to become informed concerning all required regulations and procedures. In no case will a regulation be waived or an exception granted because a student pleads ignorance of the regulation or asserts that information was not given by an advisor or other authority. MBA students must abide by any additional regulations contained in the MBA Program Bulletin.

Xavier participates in a unique partnership with a number of other accredited universities' MBA programs. Most are located in major metropolitan areas. Under the terms of the partnership, each institution accepts all coursework completed toward an MBA degree at another participating institution, provided that coursework is comparable to the coursework required by the receiving institution. Each course transferring must carry a grade of "B" or better. The MBA is awarded by the institution where more than half of the core degree requirements were completed.

From all other institutions, a maximum of six hours of transfer credit for upper level and elective courses may be accepted toward the MBA degree. All transferred coursework must be approved by the Director of MBA Enrollment Services or the Associate Dean and carry a grade of "B" or better. Graduate courses already applied towards a degree may not be used again for credit toward MBA degree. The grade and quality points for credits transferred from another institution are not included in a student's point average.

Participating institutions include the following:

- Boston College, Boston MA
- Canisius College, Buffalo, NY
- Creighton University, Omaha NE
- Fairfield University, Fairfield CT
- Fordham University, New York, NY
- Gonzaga University, Spokane, WA
- John Carroll University, Cleveland OH
- Loyola College in Maryland, Baltimore MD
- Loyola Marymount Univ., Los Angeles CA
- Loyola University Chicago, Chicago IL
- Loyola Univ. New Orleans, New Orleans LA
- Marquette University, Milwaukee WI
- Santa Clara University, Santa Clara CA
- Seattle University, Seattle WA
- St. Joseph University, Philadelphia PA
- St. Louis University, St. Louis MO
- University of Dayton, Dayton OH
- University of Detroit Mercy, Detroit MI
- University of Portland, Portland OR
- University of San Diego, San Diego CA
- Univ. of San Francisco, San Francisco CA
- University of Scranton, Scranton PA

MBA Requirements

<i>Courses</i>	<i>Credit Hours</i>	<i>Courses</i>	<i>Credit Hours</i>
Foundation Skills:			
ACCT 803, Accounting Analysis	3	STAT 801, Managerial Statistics	3
FINC 801, Corporate Finance	3	ECON 801, Macroeconomic Analysis	2
MKTG 801, Marketing Concepts	2	ECON 802, Microeconomic Analysis	2
All of these courses may be waived depending upon the student's previous academic and professional credentials. These courses must be completed before beginning the Business and Systems Skills and the Integrated Functions.			
Business and Systems Skills:			
MGMT 901, Managing Organ Systems	2	ECON 901, Global Economic Envir	3
MGMT 902, Interpersonal Skills	2	BUAD 901, Legal, Ethical & Regulatory	
MGMT 903, Operations Management	2	Environment	2

These courses begin the building program by introducing business systems models, the language of global business and total quality management principles, as well as providing interpersonal, written and presentation skills development.

Integrated Functions:

ACCT 901, Acct Anal for Mgmt Dec 3	HRES 901, Intro to Human Resources .. 2
FINC 901, Managerial Finance 3	INFO 903, Sys of Operations & Tech ... 3
MKTG 901, Marketing Strategy 3	

These specific topics emphasize the integration of skills applied to complex business decisions. These courses may be taken with the Business and Systems Skills.

Matrix Course:

BUAD 904, Global Strategic Thinking 3

Real-world situations and a computer-based simulation will provide the student an opportunity to apply knowledge of organizational systems to arrive at effective solutions to multi-faceted business challenges.

NOTE: All other courses except electives must be completed before taking this course.

Elective Areas of Concentration and minimum credit hours required

Accounting (beyond ACCT 902) 9	Marketing 12
Finance 12	Entrepreneurship 12
Human Resources 9	Business Administration 8
International Business 9	Mgmt Information Systems 12
E-Business 12	

Students may tailor electives in the area(s) of concentration of their choice to provide a broader understanding of the business world or to specialize their degree.

A student with an MBA from any accredited school may participate in the add-on concentration program earning a certificate in any of the above areas of concentration (8 credit hours minimum). The Master of Business Administration requires a minimum of 36 credit hours with a GPA of at least 3.000. Foundation Skills (800-level) courses do not count toward the 36 hour minimum.

EXECUTIVE MBA PROGRAM

The Executive MBA Program provides the opportunity for experienced managers and executives to sharpen their managerial skills and broaden their perspectives while maintaining their current positions in their organizations. The ultimate objective of the program is to prepare participants for increasing responsibilities in general management and executive positions. This is accomplished through a learning process which expands their awareness of modern analytical, administrative and decision making methods. This 48 credit hour program is designed to deepen their conceptual understanding of behavioral, technological, and environmental forces which will impact their work and organizations in the years ahead.

The Executive MBA Program differs from more traditional programs in that it:

- has a faster-paced, more condensed format,
- relies heavily on teamwork and collaborative learning,
- uses the limited class size and special events to promote deeper learning experiences and networking opportunities,
- focuses on global as well as local business, and
- emphasizes the immediate applicability of material being discussed.

A program run separately from Xavier's traditional MBA Program, the Executive MBA Program commences once a year in late October and runs for 19 months. Classes are concentrated into one day per week, alternating between Fridays and Saturdays. Admission is based on undergraduate records, GMAT scores, business experience, and evidence of strong organizational support.

Information regarding the Executive MBA Program may be obtained from the Associate Dean at 513 745-3412.

WEEKEND MBA PROGRAM

The Weekend MBA is designed to meet the needs of working professionals who cannot easily attend classes on weekday evenings. The program begins once a year in the fall semester. Morning and afternoon classes are offered on Saturday. Students follow an established curriculum of 14 courses that are offered for six sequential semesters (including summers). The program format makes it possible for students to finish their MBA in two years.

The Weekend MBA offers the 36 hours of the core curriculum program. It provides students with an MBA degree with a general business concentration. Morning classes meet from 8:30 a.m. - 11:00 a.m. (3 credit hours) or 8:00 a.m. - 11:35 a.m. (2 credit hours). Afternoon classes meet from 11:30 a.m. - 2:00 p.m. (3 credit hours) or 12:30 p.m. - 3:35 p.m. (2 credit hours).

Admission is competitive. Approximately 30 students are admitted into the program. Students participate in a cohort-like program yet only meet for class once a week. All Foundation Skill courses (800 level courses) must be completed to be eligible for admission.

The following is a typical schedule for the Weekend MBA program.

<u>Fall Semester Year 1</u>	<u>Credit Hours</u>
BUAD 901, Legal, Ethical, & Regulatory Environment 2 (First 7 weeks)	
MGMT 901, Managing Organizational Systems 2 (First 7 weeks)	
MGMT 902, Interpersonal Skills 2 (Second 7 weeks)	
<u>Spring Semester Year 1</u>	<u>Credit Hours</u>
ECON 901, Global Economic Environment 3	
ACCT 901, Accounting Analysis for Management Decisions 3	
<u>Summer Session Year 1</u>	<u>Credit Hours</u>
MGMT 903, Operations Management 2 (First 6 weeks)	
HRES 901, Human Resources 2 (Second 6 weeks)	
Elective 2 (Second 6 weeks)	
<u>Fall Semester Year 2</u>	<u>Credit Hours</u>
FINC 901, Managerial Finance 3	
MKTG 901, Marketing Strategy 3	
<u>Spring Semester Year 2</u>	<u>Credit Hours</u>
INFO 903, Systems of Operation & Technology 3	
Elective 3	
<u>Summer Session Year 2</u>	<u>Credit Hours</u>
Elective 3	
BUAD 904, Global Strategic Thinking 3	

DUAL DEGREE PROGRAMS

The MBA offers two dual degree programs at Xavier University

- 1) MBA/Master of Health Services Administration (MHSA)

In addition to a MBA, a MHSA can be earned as either attending day and evening classes, or as part-time evening students. The course of study is 80 credit hours, plus any required foundation level MBA courses. Students interested in the MBA/MHSA dual degree must apply separately to both programs.

For further information on the MHSA degree in conjunction with the MBA, contact the MHSA department at 513 745-1912.

- 2) MBA/Master of Science in Nursing (MSN)

The MBA/MSN dual degree option allows students to receive both degrees by attending courses in the evening. Students interested in this option should contact the Department of Nursing at 513 745-4392.

THE ON-SITE PROGRAM

The On-Site MBA program offers local and regional organizations an opportunity to sponsor members of their professional and managerial staff in the achievement of the Master of Business Administration degree in a convenient two-year process. Classes are presented by Xavier MBA faculty at a corporate facility or other convenient locale, thereby minimizing travel of program participants while maximizing the efficiency of time allotted for MBA attainment. Opportunities for customization of coursework to the specific needs of sponsoring organizations are available. In addition, the program ensures a consistent teaching approach and learning experience for all participants, a feature which contributes to internal team-building and shared vision among an organization's key management and professional personnel.

Information regarding the On-Site program may be obtained from the Associate Dean at 513 745-3525.

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THE DEPARTMENT OF ACCOUNTANCY

The Department of Accountancy offers the Bachelor of Science in Business Administration degree in Accounting. Also, it offers a Professional Accountancy Program to meet the law that is in effect in most states, including Ohio, that requires candidates to complete 150 semester credit hours of college coursework prior to sitting for the CPA examination.

FACULTY

Faculty: PROF. VANDERBECK, *chair*; PROF. ALLEN, DR. DEVINE, PROF. FIORELLI, DR. O'CLOCK, DR. O'REILLY, DR. PAYNE, DR. SURDICK

Senior Fellows: PROF. R. SCHUTZMAN, PROF. SMITH

Adjunct Faculty: MR. CHATFIELD, DR. COZ, MR. DENICOLA, MS. HOPEWELL, MR. KELLY, MR. MILLER, MS. MITCHELL, MR. RESNICK, MS. ROGERS, MR. SCHISSLER, MR. T. SCHUTZMAN, MS. TRACEY, MS. VERST

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN ACCOUNTING

The BSBA in Accounting is a four-year program that may be a terminal degree for students not interested in pursuing the CPA certificate, as well as a step toward fulfilling the 150-hour requirement for CPA candidates. An elective Co-op experience is available to either category of student.

Requirements for the BSBA Accounting Major

Undergraduate core curriculum requirements (see page 94): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social science: ECON 200, Microeconomic Principles, and ECON 201, Macroeconomic Principles

Business core requirements (see page 230): 35 hours

Major Requirements

- 21 hours of accounting courses above the business core: ACCT 300, 301, 311, 321, 421, 431, 495. Ethical issues and professional responsibilities of accountants are integrated throughout these courses.
- A 2.000 average must be attained in the accounting courses.
- Any courses taken at another institution must be approved by the department.

Electives:

- 3 hours of business electives.
- See block schedule page 240.

THE PROFESSIONAL ACCOUNTANCY PROGRAM

This is a five-year program that enables a student to earn a BSBA in Accounting and an MBA with a concentration in Accounting/Taxation while satisfying the 150-hour requirement for the CPA exam. Students are allowed to seek admission to the MBA program at the end of their junior year. Those accepted may use three credit hours of undergraduate electives for MBA courses and obtain a waiver for ACCT 901 provided ACCT 321 was completed with at least a "B." (NOTE: The 150 hour requirement may also be satisfied by a double undergraduate major; such as, Accounting and Information Systems, or Accounting and Finance. This approach requires a student to take an additional three credit hour Accounting elective to meet the 30 credit hours of Accounting courses required under the new law in the State of Ohio.)

Requirements:

- Same as above requirements for BSBA in Accounting except for three hours of undergraduate electives that may be used for MBA business skills courses.
- Same as requirements for all MBA students except for waiver of ACCT 901.
- Nine credit hours of graduate electives in accounting/taxation, beyond ACCT 902.
- See block schedule page 241.

**B.S.B.A. Accounting and MBA
with Accounting/Taxation Concentration**

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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Freshman Year

MATH 150, Calculus 3	MATH 156, General Statistics 3
History I Elective 3	History II Elective 3
ENGL 101 or 115, Eng Comp or Rhetoric ... 3	ECON 200, Microeconomic Principles 3
Foreign Language Elective 3	Foreign Language Elective 3
INFO 200, Managing Info Technology 3	MKTG 300, Principles of Marketing 3
Total 15	Total 15

Sophomore Year

ECON 201, Macroeconomic Principles 3	Literature Elective 3
ACCT 200, Financial Accounting 3	ACCT 201, Managerial Accounting 3
THEO 111, Theological Foundations 3	PHIL 100, Ethics as Intro to Philosophy 3
HRES 200, HR in a Diverse Society * 3	MGMT 300, Managerial Behavior 3
Science Elective 3	FINC 300, Business Finance 3
Total 15	Total 15

Junior Year

Theology Scrip/Hist or Christ Sys Elective . 3	PHIL 290, Theory of Knowledge 3
STAT 200, Intermediate Business Stats 3	Science Elective 3
Science Elective 3	ACCT 301, Intermediate Financial Acct. II. 3
ACCT 300, Intermediate Financial Acct. I .. 3	ACCT 321, Cost Accounting 3
MGMT 301, Managerial Communications .. 2	MGMT 201, Quality & Prod in Operations . 3
ACCT 311, Introduction to Taxation 3	E/RS Focus Elective** 3
Total 17	Total 18

Senior Year

Theology Ethics or Rel/Cult Elective 3	Philosophy Elective 3
BLAW 300, Legal Environment 3	ACCT 495, Analysis of Acct. Systems 3
ACCT 421, Auditing 3	ECON 300, Int'l Trade & Business 3
ACCT 431, Advanced Financial Acct. 3	ECON 901, Global Econ Environment 3
ENGL/CLAS 205, Lit & the Moral Imag ... 3	Fine Arts Elective 3
MGMT 901, Managing Org Systems 2	Business Elective** 3
Total 17	Total 18

Fifth Year

MGMT 902, Interpersonal Skills 2	HRES 901, Intro to Human Resources 2
MGMT 903, Operations Management 2	BUAD 904, Global & Strategic Thinking ... 3
MKTG 901, Marketing Strategy 3	BUAD 901, Legal, Ethical & Reg Envir 2
INFO 903, Sys of Operations & Tech 3	Accounting/Taxation Elective 3
Accounting/Taxation Electives 6	FINC 901, Managerial Finance 3
Total 16	Total 13

Freshman Year	30
Sophomore Year	30
Junior Year	35
Senior Year	35
Fifth Year	<u>29</u>
Total Hours	**159

* HRES 200 fulfills the Cultural Diversity Elective.

**If E/RS Focus Elective is double counted and three hours of undergraduate electives are used for MBA business skills courses, the program is 153 credit hours.

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THE DEPARTMENT OF ECONOMICS AND HUMAN RESOURCES

The Department of Economics and Human Resources offers the Bachelor of Science in Business Administration degree in Economics and in Human Resources as well as a minor in Economics and a minor in Human Resources. The Department also offers a Bachelor of Arts in Economics degree through the College of Social Sciences (see page 163).

FACULTY

Faculty: DR. ABU-RASHED, *chair*; DR. BERTAUX, DR. BLACKWELL, DR. CICHELO, DR. COBB, MS. GUNNARSSON, DR. MARMO, DR. QUENEAU, DR. SEN, DR. WEINBERG, DR. ZIMMERMAN

Senior Fellow: DR. DONNELLY

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN ECONOMICS

The Bachelor of Science in Business Administration in Economics provides the student with an understanding of economic issues pertaining to individual firms, industries, and the overall economy. The study of economics emphasizes both analytic reasoning and a thorough knowledge of economic institutions. Economics majors, supported by the knowledge of functional tools acquired in the business core, analyze such topics as inflation, unemployment, international trade, financial markets, and governmental economic activity.

The program has proven useful to people who have moved into positions in many of the functional areas of business. It is also excellent training for graduate study in business, in law, and in economics itself.

Requirements for the Economics Major

Undergraduate core curriculum requirements (see page 94): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social sciences: ECON 200, Microeconomic Principles, and ECON 201, Macroeconomic Principles

Business core requirements (see page 230): 35 hours.

Major Requirements: 18 hours

- 18 hours of economics courses above the business core: ECON 305, 306, 495, 9 hours of economics electives, at least 3 hours of which must be at the 400-level.
- One human resources course other than HRES 330 or 499 may be substituted for one 300 level economics elective, with written permission from the chair.
- A 2.000 cumulative average must be attained in the economics courses.

Electives:

- 3 hours of business electives.
- 3 hours of general electives.

B.S.B.A. Economics

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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Freshman Year

MATH 150, Calculus	3	MATH 156, General Statistics	3
History I Elective	3	History II Elective	3
ENGL 101 or 115, Eng Comp or Rhetoric ...	3	ECON 200, Microeconomic Principles	3
Foreign Language Elective	3	Foreign Language Elective	3
INFO 200, Managing Info Technology	3	MKTG 300, Principles of Marketing	3
Total	15	Total	15

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN HUMAN RESOURCES

In today's increasingly complex business world, there is a need for human resources leaders with well-rounded professional training. Although the primary goal of the program is to provide the professional training necessary for graduates to obtain human resources jobs, the major should be especially appealing to students with broad interests. Reflecting this broad approach, the field of human resources is studied from economic, political, psychological, and legal perspectives. For example, some courses, such as Industrial Psychology, are approached from a psychological perspective, while others, such as Human Resources Law, are approached from legal and political perspectives. In still other courses, such as Labor Relations, Personnel Administration and Current Human Resources Issues, economic, psychological and legal perspectives are combined into a single course.

In sum, the major is sufficiently broad to appeal to students with wide interests, yet specific enough to provide the necessary professional skills that are attractive to prospective employers. The Human Resources major prepares graduates for professional positions in human resources, industrial relations, and government work. It also serves as excellent preparation for graduate programs in human resources management or industrial relations, as well as for law school.

Requirements for the Human Resources Major

Undergraduate core curriculum requirements (see page 94): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social science: ECON 200, Microeconomic Principles, and ECON 201, Macroeconomic Principles

Business Core Requirements (see page 230): 35 hours

Major Requirements

- 18 hours of human resources courses: HRES 495, and fifteen hours of electives. HRES 302 is strongly recommended. One non-business core economics course may be substituted for an HRES elective, with written permission of the chair.
- A 2.000 cumulative average must be attained in the human resources courses.

Electives:

- 3 hours of business electives, MGMT 320 is strongly suggested as the business elective.
- 3 hours general electives.

B.S.B.A. Human Resources

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Freshman Year			
MATH 150, Calculus	3	MATH 156, General Statistics	3
History I Elective	3	History II Elective	3
ENGL 101 or 115, Eng Comp or Rhetoric ...	3	ECON 200, Microeconomic Principles	3
Foreign Language Elective	3	Foreign Language Elective	3
INFO 200, Managing Info Technology	3	MKTG 300, Principles of Marketing	3
Total	15	Total	15
Sophomore Year			
ECON 201, Macroeconomic Principles	3	Literature Elective	3
ACCT 200, Financial Accounting	3	ACCT 201, Managerial Accounting	3
THEO 111, Theological Foundations	3	PHIL 100, Ethics as Intro to Philosophy	3
HRES 200, HR in a Diverse Society *	3	MGMT 300, Managerial Behavior	3
Science Elective	3	ECON 300, Int'l Trade & Business	3
Total	15	Total	15

B.S.B.A. Human Resources, continued

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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Junior Year

Theology Scrip/Hist or Christ Sys Elective .3	PHIL 290, Theory of Knowledge 3
STAT 200, Intermediate Business Stats3	Science Elective 3
Science Elective3	Human Resources Elective 3
Human Resources Elective3	ENGL/CLAS 205, Lit & the Moral Imag 3
MGMT 301, Managerial Communications ..2	MGMT 201, Quality & Prod in Operations . 3
BLAW 300, Legal Environment3	Fine Arts Elective 3
Total 17	Total 18

Senior Year

Theology Ethics or Rel/Cult Elective3	Philosophy Elective 3
FINC 300, Business Finance3	Human Resources Elective 3
Human Resources Electives6	HRES 495, Current Human Res. Problem ... 3
Business Elective3	E/RS Focus Elective ** 3
	General Elective 3
Total 15	Total 15

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 94 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

Freshman Year	30
Sophomore Year	30
Junior Year	35
Senior Year	<u>30</u>
Total Hours	**125

* HRES 200 fulfills the Cultural Diversity Elective.

**If E/RS Focus Elective is double counted, program is 122 credit hours.

REQUIREMENTS FOR THE HUMAN RESOURCES MINOR

- 15 hours of human resource HRES 200, 495 or 303, and three upper division human resource courses.
- A 2.000 cumulative average must be attained in the courses of the minor.

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THE DEPARTMENT OF FINANCE

The Department of Finance offers the Bachelor of Science in Business Administration in Finance.

FACULTY

Faculty: DR. PAWLUKIEWICZ *chair*; DR. CAGLE, DR. GLASGO, MS. HOLMES, DR. S. JOHNSON, DR. S. WEBB

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN FINANCE

The Bachelor of Science in Business Administration in Finance develops an appreciation of financial management and financial operation. Everyone majoring in Finance must take courses designed to acquaint him or her with the various financial records of the firm, the character and appraisal of corporate securities, and the financial techniques applicable to the various phases of the discipline. In addition, the student may choose elective subjects.

Requirements for the Finance Major

Undergraduate core curriculum requirements (see page 94): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social Science: ECON 200, Microeconomic Principles, and ECON 201, Macroeconomic Principles

Business Core Requirements (see page 230): 35 hours

Major Requirements

- 18 hours of finance and accounting courses: FINC 365, 401, 485, 495, one finance elective, and ACCT 301 or 350.
- A 2.000 average must be attained in the major requirement courses.

Electives:

- 3 hours of business electives.
- 3 hours of general electives.

B.S.B.A. Finance

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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Freshman Year

MATH 150, Calculus 3	MATH 156, General Statistics 3
History I Elective 3	History II Elective 3
ENGL 101 or 115, Eng Comp or Rhetoric ... 3	ECON 200, Microeconomic Principles 3
Foreign Language Elective 3	Foreign Language Elective 3
INFO 200, Managing Info Technology 3	MKTG 300, Principles of Marketing 3
Total 15	Total 15

Sophomore Year

ECON 201, Macroeconomic Principles 3	STAT 200, Intermediate Business Stats 3
ACCT 200, Financial Accounting 3	ACCT 201, Managerial Accounting 3
THEO 111, Theological Foundations 3	PHIL 100, Ethics as Intro to Philosophy 3
MGMT 300, Managerial Behavior 3	Literature Elective 3
Science Elective 3	FINC 300, Business Finance 3
Total 15	Total 15

THE DEPARTMENT OF INFORMATION SYSTEMS

The Department of Information Systems offers the Bachelor of Science in Business Administration degree in Information Systems, a minor in Information Technology, and a certificate in Information Technology.

FACULTY

Faculty: DR CRABLE, *chair*; DR. BRAUN, DR. SENA, DR. TESCH

Adjunct Faculty: DR. ABATE, MR. BAUMGARDNER, MR. BRAUN, MR. CABERA, DR. CAMPBELL, MR. HALE, MR. HOCTOR, MR. JABLONSKI, MR. KREITEL, MR. KROGER, MR. McBREEN, MR. MOSER, MR. THOMPSON, MS. VEERA, MR. WENTZ

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN INFORMATION SYSTEMS

The objectives of the Information Systems program are to facilitate good management by:

1. Providing specialized professional training in information systems principles and techniques.
2. Stimulating the application of sound information systems to the wide range of business activities.
3. Aiding in the development of the student's intellect, communication skills, and analytic ability to prepare for the dynamic field of computer-information systems.

This degree is designed for individuals who aspire to a career as programmer/analyst, systems analyst, or information systems manager. The major is conducive to a double major or as a minor to another major in the University.

Requirements for the Information Systems Major

Undergraduate core curriculum requirements (see page 94): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social science: ECON 200, Microeconomic Principles, and ECON 201, Macroeconomic Principles

Business Core Requirements (see page 230): 35 hours

Major Requirements:

- 18 hours of information systems courses: INFO 250, 358, 362, 450, 495 and 3 hours of electives.
- A 2.000 average must be attained in the information systems courses.

Electives:

- 3 hours of business electives.
- 3 hours of general electives.

B.S.B.A. Information Systems

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Freshman Year			
MATH 150, Calculus	3	MATH 156, General Statistics	3
History I Elective	3	History II Elective	3
ENGL 101 or 115, Eng Comp or Rhetoric ...	3	ECON 200, Microeconomic Principles	3
Foreign Language Elective	3	Foreign Language Elective	3
INFO 200, Managing Info Technology	3	MKTG 300, Principles of Marketing	3
Total	15	Total	15

REQUIREMENTS FOR CERTIFICATE IN INFORMATION TECHNOLOGY (IT)

- A certificate in Information Technology is designed for students who are not pursuing a degree, but wish to continue their education in information systems.
- Requirements are identical to those of the IT Minor: 15 credit hours, including INFO 200 or its equivalent, INFO 328 or 358, INFO 359 and 6 hours of information systems electives. A 2.000 cumulative average must be attained in these courses.

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THE DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

The Department of Management and Entrepreneurship offers the Bachelor of Science in Business Administration in three areas: Management, General Business, and Entrepreneurial Studies.

FACULTY

Faculty: DR. BYCIO, *chair*; DR. BAUCUS, DR. BRODZINSKI, DR. CLARK, DR. CUNNINGHAM, DR. HUMAN, DR. KILBOURNE, DR. KLOPPENBORG, DR. KRISHNAN, DR. PARK, DR. SHRIBERG

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT

Students gain an appreciation for the planning, organizing, leading, controlling, and improving of the business process required to meet the demands contemporary customers place on businesses. Our majors:

1. Learn the language of Management and Entrepreneurship used in the business world.
2. Are given an understanding for the significance of variation in human behavior in organizations.
3. Develop self-awareness, along with capabilities in problem solving, decision making, creativity, and communication.
4. Receive preparation for a wide variety of roles, including leader, entrepreneur, intrapreneur, project manager, and functional manager.
5. Are encouraged to approach business problems in an ethical, socially responsible manner.

This degree is designed for individuals who have career aspirations as management trainees, personnel trainees, in business education, or who plan to attend law school.

Students interested in teaching certification in business should consult with the chair of the Education Department for certification requirements.

Requirements for a Major in Management

Undergraduate core curriculum requirements (see page 94), 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social science: ECON 200, Microeconomic Principles, and ECON 201, Macroeconomic Principles

Business core requirements (see page 230): 35 hours

Major Requirements:

- 18 hours in management courses: MGMT 309, 310, 495, and 9 hours of electives.
- A 2.000 cumulative average must be attained in the courses of the major.

Electives:

- 3 hours of business electives, with suggested courses of ACCT 350, HRES 313, 321, 345 and MGMT 303 or 403.
- 3 hours of general electives.

B.S.B.A. Management

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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Freshman Year

MATH 150, Calculus 3	MATH 156, General Statistics 3
History I Elective 3	History II Elective 3
ENGL 101 or 115, Eng Comp or Rhetoric ... 3	ECON 200, Microeconomic Principles 3
Foreign Language Elective 3	Foreign Language Elective 3
INFO 200, Managing Info Technology 3	MKTG 300, Principles of Marketing 3
Total 15	Total 15s

Sophomore Year

ECON 201, Macroeconomic Principles 3	HRES 200, HR in a Diverse Society * 3
ACCT 200, Financial Accounting 3	ACCT 201, Managerial Accounting 3
THEO 111, Theological Foundations 3	PHIL 100, Ethics as Intro to Philosophy 3
MGMT 300, Managerial Behavior 3	Literature Elective 3
Science Elective 3	STAT 200, Intermediate Business Stats 3
Total 15	Total 15

Junior Year

Theology Scrip/Hist or Christ Sys Elective .3	PHIL 290, Theory of Knowledge 3
MGMT 201, Quality & Prod. in Operations 3	Science Elective 3
Science Elective 3	MGMT 310, Teamwork and Team Building 3
MGMT 309, Organization Des & Dev 3	BLAW 300, Legal Environment 3
MGMT 301, Managerial Communications ..2	FINC 300, Business Finance 3
ENGL/CLAS 205, Lit & the Moral Imag3	Fine Arts Elective 3
Total 17	Total 18

Senior Year

Theology Ethics or Rel/Cult Elective 3	Philosophy Elective 3
ECON 300, Int'l Trade & Business 3	Management Elective 3
Management Electives 6	MGMT 495, Strategy Formulation and Imp 3
Business Elective 3	E/RS Focus Elective ** 3
	General Elective 3
Total 15	Total 15

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 94 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

Freshman Year	30
Sophomore Year	30
Junior Year	35
Senior Year	<u>30</u>
Total Hours	**125

* HRES 200 fulfills the Cultural Diversity Elective.

**If E/RS Focus Elective is double counted, program is 122 credit hours.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN GENERAL BUSINESS

- 18 credit hours over and above the Williams College of Business core curriculum requirements. 15 hours must be selected from the following list; one course is to be selected from each of the 5 areas. The last course required is the integrative course MGMT 495.

Course No.	Subject	Credit Hours
1. ACCT 300	Intermediate Financial Accounting I	3
ACCT 311	Introduction to Taxation	
ACCT 321	Cost Accounting	
2. FINC 365	Investments	3
FINC 370	Financial Institutions	
FINC 401	Financial Management	
3. ECON 301	Money and Banking	3
ECON 330	Comparative Economic Systems	
HRES 313	Human Resource Law	
HRES 321	Workforce Diversity	
HRES 345	Compensation Theory and Practice	
4. MKTG 320	International Marketing	3
MKTG 355	New Product Development	
MKTG 370	Consumer Behavior	
5. ENTR 311	Entrepreneurship	3
MGMT 309	Organization Design and Development	
MGMT 314	Leadership	

- A 2.000 cumulative average must be attained in the courses of the major.

B.S.B.A. General Business

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Freshman Year			
MATH 150, Calculus	3	MATH 156, General Statistics	3
History I Elective	3	History II Elective	3
ENGL 101 or 115, Eng Comp or Rhetoric ...	3	ECON 200, Microeconomic Principles	3
Foreign Language Elective	3	Foreign Language Elective	3
MKTG 300, Principles of Marketing	3	INFO 200, Managing Info Technology	3
Total	15	Total	15
Sophomore Year			
ECON 201, Macroeconomic Principles	3	HRES 200, HR in a Diverse Society *	3
ACCT 200, Financial Accounting	3	ACCT 201, Managerial Accounting	3
THEO 111, Theological Foundations	3	PHIL 100, Ethics as Intro to Philosophy	3
Literature Elective	3	MGMT 300, Managerial Behavior	3
Science Elective	3	FINC 300, Business Finance	3
Total	15	Total	15

B.S.B.A. General Business, continued

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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Junior Year

Theology Scrip/Hist or Christ Sys Elective ..3	PHIL 290, Theory of Knowledge 3
STAT 200, Intermediate Business Stats3	Science Elective 3
Science Elective3	General Business Elective (ACCT) 3
General Business Elective (ENTR/MGMT) 3	BLAW 300, Legal Environment 3
MGMT 301, Managerial Communications ..2	MGMT 201, Quality & Prod in Operations . 3
ENGL/CLAS 205, Lit & the Moral Imag3	Fine Arts Elective 3
Total 17	Total 18

Senior Year

Theology Ethics or Rel/Cult Elective3	Philosophy Elective 3
ECON 300, Int'l Trade & Business3	General Business Elective (MKTG) 3
General Business Elective (FINC)3	MGMT 495, Strategy Formulation and Imp.3
General Business Elective (ECON/HRES) ..3	E/RS Focus Elective ** 3
Business Elective3	General Elective 3
Total 15	Total 15

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 94 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

Freshman Year	30
Sophomore Year	30
Junior Year	35
Senior Year	<u>30</u>
Total Hours	**125

* HRES 200 fulfills the Cultural Diversity Elective.

**If E/RS Focus Elective is double counted, program is 122 credit hours.

BACHELOR OF OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN ENTREPRENEURIAL STUDIES

Xavier's undergraduate major in Entrepreneurial Studies is designed to help prepare students to:

1. Provide progressive leadership for existing family businesses,
2. Start their own businesses, and/or
3. Pursue corporate careers in creating and managing innovation.

The strength of our free enterprise economy depends heavily on entrepreneurs: individuals who identify new product or service opportunities, who develop workable plans for capitalizing on those opportunities, and who assume personal risk and take the initiative in creating and then managing the new or expanded enterprises which those plans make possible.

Requirements for a Major in Entrepreneurial Studies

BSBA in Entrepreneurial Studies

- Since successful entrepreneurs need to be generalists rather than specialists in only one business function, the Entrepreneurial Studies major is interdisciplinary in nature, providing advanced coursework in management, finance and marketing, as well as a real world senior year capstone project, for a total of 18 hours of upper level work as follows (all courses listed are 3 semester hours):

A. REQUIRED (9 hours):

- ENTR 311 Entrepreneurship
- ENTR 341 Managing the Entrepreneurial Venture
- ENTR 495 Small Business Consulting

B. MARKETING ELECTIVE (3 hours, choose 1 of the following):

- MKTG 302 Marketing Research
- MKTG 350 Promotion and Advertising
- MKTG 361 Promotion and Selling

C. ELECTIVES (6 hours, choose any 2 of the following)

- ACCT 350 Financial Analysis for Managers
- ENTR 303 Co-op
- ENTR 360 Creativity & Innovation
- ENTR 403 Co-op
- FINC 475 Real Estate Finance
- MGMT 314 Leadership
- MKTG 302 Marketing Research
- MKTG 325 Marketing Services
- MKTG 355 New Product Development
- MKTG 361 Promotion and Selling

- A cumulative 2.000 average must be attained in the courses of the major.

All students declaring a major in Entrepreneurial Studies must consult the Director of the Xavier Entrepreneurial Center at the time they declare.

B.S.B.A. Entrepreneurial Studies

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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Freshman Year

MATH 150, Calculus 3	MATH 156, General Statistics 3
History I Elective 3	History II Elective 3
ENGL 101 or 115, Eng Comp or Rhetoric ... 3	ECON 200, Microeconomic Principles 3
Foreign Language Elective 3	Foreign Language Elective 3
MKTG 300, Principles of Marketing 3	INFO 200, Managing Info Technology 3
Total 15	Total 15

Sophomore Year

ECON 201, Macroeconomic Principles 3	HRES 200, HR in a Diverse Society * 3
ACCT 200, Financial Accounting 3	ACCT 201, Managerial Accounting 3
THEO 111, Theological Foundations 3	PHIL 100, Ethics as Intro to Philosophy 3
MGMT 300, Managerial Behavior 3	Literature Elective 3
Science Elective 3	FINC 300, Business Finance 3
Total 15	Total 15

Junior Year

Theology Scrip/Hist or Christ Sys Elective . 3	PHIL 290, Theory of Knowledge 3
STAT 200, Intermediate Business Stats 3	Science Elective 3
Science Elective 3	Marketing Elective 3
ENTR 311, Entrepreneurship 3	BLAW 300, Legal Environment 3
MGMT 301, Managerial Communications .. 2	MGMT 201, Quality & Prod in Operations . 3
ENGL/CLAS 205, Lit & the Moral Imag 3	Fine Arts Elective 3
Total 17	Total 18

Senior Year

Theology Ethics or Rel/Cult Elective 3	Philosophy Elective 3
ECON 300, Int'l Trade & Business 3	Entrepreneurial Elective 3
Entrepreneurial Elective 3	ENTR 495, Small Business Consulting 3
ENTR 341, Managing the Entr. Venture 3	E/RS Focus Elective ** 3
Business Elective 3	General Elective 3
Total 15	Total 15

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 94 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

Freshman Year	30
Sophomore Year	30
Junior Year	35
Senior Year	<u>30</u>
Total Hours	**125

* HRES 200 fulfills the Cultural Diversity Elective.

**If E/RS Focus Elective is double counted, program is 122 credit hours.

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THE DEPARTMENT OF MARKETING

The Department of Marketing offers the degree of Bachelor of Science in Business Administration in Marketing.

FACULTY

Faculty: DR. TADEPALLI, *chair*; DR. AHUJA, DR. HAYES, MR. HEATH, DR. MANOLIS, DR. NULSEN, DR. SCHERTZER, DR. SCHUSTER-PASSLER, DR. M. WALKER

Adjunct Faculty: MR. DUFEK (Executive in Residence)

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN MARKETING

Marketing is the dynamic process by which individuals and organizations strive to anticipate and satisfy consumers' needs and wants. In a free enterprise, freedom of choice society, this is accomplished through marketing research, product planning and pricing, promotion (advertising and selling), and distribution.

The Marketing major develops an understanding of the concepts, functions and institutions of marketing, an appreciation of consumer orientation, and the ability to analyze marketing problems and formulate marketing policies.

This program is particularly relevant to the student planning a career in sales, advertising, consumer relations, merchandising, brand management, marketing management, marketing research, retailing services, purchasing, business logistics, small business operations, executive management, consulting, business education or work in certain government agencies.

Requirements for the Marketing Major

Undergraduate core curriculum requirements (see page 94): 64 hours, including

- Mathematics: MATH 150, Calculus and MATH 156, General Statistics
- Social science: ECON 200, Microeconomic Principles and ECON 201, Macroeconomic Principles

Business core requirements (see page 230): 35 hours

Major Requirements

- 18 hours of marketing courses and a minimum GPA of 2.000.
- Foundations (9 hours required): MKTG 302, 400 and 495.

Electives:

- Take at least 3 hours from MKTG 310, 325 or 370.
- Take at least 3 hours from MKTG 301, 325 or 370.
- Take 3 hours from MKTG 304-499 (except MKTG 400, 403, 495).
- Complete one of the two following options:
 1. Co-op Program: Take 3 hours from MKTG 303 or 403.
 2. Another elective: Take 3 hours from MKTG 304-499 (except MKTG 400, 403 and 495).
- Students must earn a grade of "C" or better in MKTG 300 to advance to upper level marketing courses.
- MKTG 400: Students must complete 6 hours (including at least 3 hours of MKTG 310, 325 or 370) before taking MKTG 400. They must have completed ACCT 200 and FINC 300.
- MKTG 495: MKTG 400 is a prerequisite for MKTG 495. Students must earn a "C" or better in MKTG 400 before they can take MKTG 495.

NOTE: Beginning in the Fall of 2004 - MKTG 400 will only be offered in the Fall semester, and MKTG 495 will only be offered in the Spring semester.

B.S.B.A. Marketing

This block serves as a guideline for progress toward a degree. See your academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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Freshman Year

MATH 150, Calculus 3	MATH 156, General Statistics 3
History I Elective 3	History II Elective 3
ENGL 101 or 115, Eng Comp or Rhetoric ... 3	ECON 200, Microeconomic Principles 3
Foreign Language Elective 3	Foreign Language Elective 3
INFO 200, Managing Info Technology 3	MKTG 300, Principles of Marketing 3
Total 15	Total 15

Sophomore Year

ECON 201, Macroeconomic Principles 3	HRES 200, HR in a Diverse Society * 3
ACCT 200, Financial Accounting 3	ACCT 201, Managerial Accounting 3
THEO 111, Theological Foundations 3	PHIL 100, Ethics as Intro to Philosophy 3
Literature Elective 3	MGMT 300, Managerial Behavior 3
Science Elective 3	STAT 200, Intermediate Business Stats 3
Total 15	Total 15

Junior Year

Theology Scrip/Hist or Christ Sys Elective .3	PHIL 290, Theory of Knowledge 3
MGMT 201, Quality & Prod. in Operations 3	Science Elective 3
Science Elective 3	MKTG 302, Marketing Research 3
Marketing Elective 3	BLAW 300, Legal Environment 3
MGMT 301, Managerial Communications ..2	FINC 300, Business Finance 3
ENGL/CLAS 205, Lit & the Moral Imag3	Fine Arts Elective 3
Total 17	Total 18

Senior Year

Theology Ethics or Rel/Cult Elective 3	Philosophy Elective 3
ECON 300, Int'l Trade & Business 3	Marketing Elective 3
MKTG 400, Marketing Management 3	MKTG 495, Mktg Planning & Analysis 3
Marketing Elective 3	E/RS Focus Elective ** 3
Business Elective 3	General Elective 3
Total 15	Total 15

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 94 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

Freshman Year	30
Sophomore Year	30
Junior Year	35
Senior Year	<u>30</u>
Total Hours	**125

* HRES 200 fulfills the Cultural Diversity Elective.

**If E/RS Focus Elective is double counted, program is 122 credit hours.

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WILLIAMS COLLEGE OF BUSINESS CENTERS

Center for Business Ethics & Social Responsibility

The Xavier Center for Business Ethics and Social Responsibility was established in October 2001 for the purpose of increasing the exposure, awareness and appreciation of ethical issues among students, faculty and the local business community. The Center assists faculty in the Williams College of Business in integrating social issues from within and outside businesses into their courses and is a catalyst for addressing ethical issues within the regional business community.

STAFF

Director: PROF. FIORELLI

Faculty: Members of the Xavier University faculty and resource personnel from local, national and international sources.

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Xavier Entrepreneurial Center

The Xavier Entrepreneurial Center offers educational programming for business start-ups and direct counseling assistance to students, alumni, and community entrepreneurs.

STAFF

Director: MR. VONDERBRINK

Faculty: Members of the Xavier University faculty and various resource personnel from the local business community.

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