

WILLIAMS COLLEGE OF BUSINESS

(CBA)

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-Graduate and Executive Programs; Ms. Jennifer Bush, Director - MBA Admissions and Enrollment Services; Ms. Cynthia Stockwell, Director - Undergraduate Program and International Field Experiences; Dr. Daniel Geeding, Director of Center for International Business.

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**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, Information Systems, Management, and Marketing.

Also offered are a minor in Business, 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 96), 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social sciences: ECON 200, Microeconomics, and ECON 201, Macroeconomics

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 301	Management of Information Technology	3
MGMT 300	Managerial Behavior	3
MGMT 301	Managerial Communication	2
MGMT 201	Quality and Productivity in Operations	3
MKTG 300	Principles of Marketing	3
STAT 200	Intermediate Business Statistics	3

Major: 18 hours, except accounting, which is 21 hours. See succeeding pages for specific major requirements.

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.

REQUIREMENTS FOR THE MINOR IN BUSINESS

- 20-21 hours of business courses designed to offer the non-business major an introduction to business: ACCT 200, ECON 200, FINC 300, INFO 301, MKTG 300, MGMT 300, are required.
- 2-3 hours of business elective are also required for the minor (All prerequisites for elective courses must be met).
- A 2.000 cumulative average must be attained in these courses.

ASSOCIATE OF BUSINESS ADMINISTRATION DEGREE (A.B.A.)

The Associate of Business Administration Degree in General Business requires 65 semester hours. The student must complete at least 30 hours at Xavier University, including at least 15 hours of required business courses. The program is divided between general University core requirements and business courses. This associate degree is intended as a stepping stone toward the bachelor's degree.

Requirements for the Associate of Business Administration

University Core Requirements: 30 hours

English Composition or Rhetoric ... 3	History (1st level) 3
Fine Arts 3	Literature 3
Ethics as Intro. to Philosophy 3	Introduction to Theology 3
Calculus 3	PHIL 290 or Theology elective 3
General Statistics 3	Science Elective 3

Business Courses: 35 hours

Course No.	Subject	Credit Hours
ACCT 200	Introductory Financial Accounting	3
ACCT 201	Introductory Managerial Accounting	3
BLAW 300	Legal Environment	3
ECON 200	Microeconomics	3
ECON 201	Macroeconomics	3
FINC 300	Business Finance	3
HRES 200	Human Resources Society	3
	(fulfills Cultural Diversity Elective)	
INFO 301	Management of Information Technology	3
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.

CERTIFICATE IN PRE-MBA STUDIES

This certificate program satisfies the foundation courses required for admittance into Xavier's MBA program. Students completing the certificate also earn a minor in Business Administration. 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 27 hours. Required courses include ACCT 200, ACCT 201, ECON 200, ECON 201, INFO 301, STAT 200, FINC 300, MGMT 300, MKTG 300.

A 2.000 cumulative average must be attained in these 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, CBA 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.

MASTER OF BUSINESS ADMINISTRATION DEGREE (M.B.A.)

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 computer-based assignments and simulations. Faculty expertise, up-to-date 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 prior to admission. Test application forms may be obtained from Xavier's MBA Office or by writing directly to Educational Testing Service, Box 966, Princeton, NJ 08541. 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@admin.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 Admissions for the MBA Program 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	Santa Clara University, Santa Clara CA
Canisius College, Buffalo, NY	St. Louis University, St. Louis MO
Gonzaga University, Spokane, WA	University of Dayton, Dayton OH
John Carroll University, Cleveland OH	University of Detroit Mercy, Detroit MI
Loyola College in Maryland, Baltimore MD	University of Portland, Portland OR
Loyola Marymount Univ., Los Angeles CA	University of San Diego, San Diego CA
Loyola University Chicago, Chicago IL	Univ. of San Francisco, San Francisco CA
Loyola Univ. New Orleans, New Orleans LA	University of Scranton, Scranton NY
Marquette University, Milwaukee WI	

M.B.A. Requirements

<i>Courses</i>	<i>Credit Hours</i>	<i>Courses</i>	<i>Credit Hours</i>
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Foundation Skills:

ACCT 803, Intro to Financial Acctg 3	STAT 801, Managerial Statistics 3
FINC 801, Corporate Finance 3	ECON 801, Macroeconomics 2
MKTG 801, Marketing Concepts 2	ECON 802, Microeconomics 2

All of these courses may be waived depending upon the student's previous academic and professional credentials.

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 Environment 2
MGMT 903, Managing Process Improvement Teams 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.

Matrix Course:

BUAD 904, Global Strategic Thinking 3

Executive speakers and real-world situations will cause the student to apply knowledge of organizational systems to arrive at effective solutions to multi-faceted business challenges.

Elective Areas of Concentration and minimum credit hours required

Accounting (beyond ACCT 902) 9	Quality Improvement 9
Applied Business Economics 8	Marketing 9
Finance 1 2	Taxation 9
Human Resources 1 2	General Business 8
International Business 9	Entrepreneurship 1 2
Management Information Systems 8	

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. Electives may be taken at any time.

A student with an M.B.A. from any accredited school may earn 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 3.00. Foundation Skills (800-level) courses do not count toward the 36 hour minimum.

EXECUTIVE M.B.A. 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.

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THE DEPARTMENT OF ACCOUNTING AND INFORMATION SYSTEMS

The Department of Accounting and Information Systems offers the Bachelor of Science in Business Administration degree in Accounting and in Information Systems, a minor in Information Technology, and a certificate in Information Technology. Also, it offers a Professional Accountancy Program to meet the law that will be in effect in most states, including Ohio, by the year 2000 that requires candidates to complete 150 semester credit hours of college coursework prior to sitting for the CPA examination.

FACULTY

Faculty: PROF. VANDERBECK, *chair*; DR. CRABLE, Coordinator of Information Systems; PROF. ALLEN; DR. BRAUN; PROF. COONEY; DR. DEVINE; PROF. FIORELLI; PROF. HORNICK; DR. O'CLOCK; DR. ROONEY; PROF. SMITH; DR. SURDICK

Adjunct Faculty: MS. ABATE, MS. BELL, MR. COZ, MR. DENICOLA, MR. ESTEP, MS. HIDY, MR. KADNAR, MR. MILLER, MR. RESNICK, MR. SCHUTZMAN, MR. STRASSER

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN ACCOUNTING

The B.S.B.A. 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 B.S.B.A. Accounting Major

Undergraduate core curriculum requirements (see page 96): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social science: ECON 200, Microeconomics, and ECON 201, Macroeconomics

Business core requirements (see page 232): 35 hours

Major Requirements

- 21 hours of accounting courses above the business core: ACCT 300, 301, 311, 321, 421, 431, 495.
- 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 238.

THE PROFESSIONAL ACCOUNTANCY PROGRAM

This is a five-year program that enables a student to earn a B.S.B.A. in Accounting and an M.B.A. with a concentration in Accounting or Taxation while satisfying the 150-hour requirement for the CPA exam. Students are allowed to seek admission to the M.B.A. program at the end of their junior year. Those accepted may use three credit hours of undergraduate electives for M.B.A. courses and obtain a waiver for ACCT 901.

Requirements:

- Same as above requirements for B.S.B.A. in Accounting except for three hours of undergraduate electives that may be used for M.B.A. business skills courses.
- Same as requirements for all M.B.A. students except for waiver of ACCT 901 (see page 239).
- Nine credit hours of graduate electives in accounting, which may include one graduate tax course beyond ACCT 902 or nine credit hours of graduate electives in Taxation beyond ACCT 902.
- See block schedule page 239.

**B.S.B.A. Accounting and MBA
with Accounting or 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 3	History II 3
ENGL 101 or 115, Eng Comp or Rhetoric.. 3	ECON 200, Microeconomics 3
Foreign Language Elective 3	Foreign Language Elective 3
INFO 301, Managing Info Technology 3	MKTG 300, Principles of Marketing 3
Total 15	Total 15

Sophomore Year

ECON 201, Macroeconomics 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, Intro to Taxation 3	
Total 17	Total 15

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	MGMT 902, Interpersonal Skills 2
ENGL/CLAS 205, Lit & the Moral Imag.... 3	MGMT 903, Managing Process Imp Teams 2
MGMT 901, Managing Org Systems 2	Fine Arts Elective 3
Total 17	Total 16

Fifth Year

ECON 901, Global Econ Environment 3	HRES 901, Intro to Human Resources 2
FINC 901, Managerial Finance 3	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 or Taxation Electives 6
Accounting or Taxation Elective 3	
Total 15	Total 13

* HRES 200 fulfills the Cultural Diversity Elective.

**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 96): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social science: ECON 200, Microeconomics, and ECON 201, Macroeconomics

Business Core Requirements (see page 232): 35 hours

Major Requirements

- 18 hours of information systems courses: INFO 350, 358, 362, 450, 495 and 3 hours of electives. INFO 495 is the integrative course for the major.
- 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	3	History II	3
ENGL 101 or 115, Eng Comp or Rhetoric ..	3	ECON 200, Microeconomics	3
Foreign Language Elective	3	Foreign Language Elective	3
INFO 301, Managing Info Technology	3	MKTG 300, Principles of Marketing	3
Total	15	Total	15
Sophomore Year			
ECON 201, Macroeconomics	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	STAT 200, Intermediate Business Stats	3
Total	15	Total	15

* HRES 200 fulfills the Cultural Diversity Elective.

B.S.B.A. Information Systems, continued

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Junior Year			
Theology Scrip/Hist or Christ Sys Elective	3	PHIL 290, Theory of Knowledge	3
FINC 300, Business Finance	3	Science Elective	3
Science Elective	3	INFO 358, Data Modeling and Management	3
INFO 350, Intro to Structured Programming	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	INFO 362, Prgm for Modern Bus App	3
Total	17	Total	18
Senior Year			
Theology Ethics or Rel/Cult Elective	3	Philosophy Elective	3
ECON 300, Int'l Trade & Business	3	INFO 495, System Development Project	3
INFO 450, Systems Analysis & Design	3	Fine Arts Elective	3
Info Systems 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 96 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

Note: If E/R&S Focus Elective is double counted, program is 122 credit hours.

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

**REQUIREMENTS FOR
INFORMATION TECHNOLOGY (IT) MINOR**

- 15 credit hours
- Required courses: INFO 301, INFO 358 and INFO 359
- Elective courses: 6 hours (two information systems electives)
- A 2.000 cumulative average must be attained in these courses.

**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 301 or its equivalent, 358, 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 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. The Department also offers a Bachelor of Arts in Economics degree through the College of Social Sciences (see page 169).

FACULTY

Faculty: DR. ZIMMERMAN, *chair*; DR. ABU-RASHED, DR. BERTAUX, DR. BLACKWELL, DR. COBB, DR. MARMO, DR. QUENEAU, DR. RANKIN, DR. WEINBERG, DR. WILSON

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 96): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social sciences: ECON 200, Microeconomics, and ECON 201, Macroeconomics

Business core requirements (see page 232): 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.

REQUIREMENTS FOR THE ECONOMICS MINOR

- 15 hours of economics: ECON 200, 201, 305 or 306, and two upper division (300 or 400) courses.
- Students in the Williams College of Business may not count ECON 300 in the minor.
- A 2.000 cumulative average must be attained in the courses of the minor.

**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 96): 64 hours, including
- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
 - Social science: ECON 200, Microeconomics, and ECON 201, Macroeconomics
- Business Core Requirements (see page 232): 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	3	History II	3
ENGL 101 or 115, Eng Comp or Rhetoric..	3	ECON 200, Microeconomics	3
Foreign Language Elective	3	Foreign Language Elective	3
INFO 301, Managing Info Technology	3	MKTG 300, Principles of Marketing	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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Sophomore Year

ECON 201, Macroeconomics 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

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	Human Resources Elective 3
Human Resources Elective 3	ENGL/CLAS 205, Lit & the Moral Imag 3
MGMT 301, Managerial Communications . 2	MGMT 201, Quality & Prod in Operations . 3
BLAW 300, Legal Environment 3	Fine Arts Elective 3
Total 17	Total 18

Senior Year

Theology Ethics or Rel/Cult Elective 3	Philosophy Elective 3
FINC 300, Business Finance 3	Human Resources Elective 3
Human Resources Electives 6	HRES 495, Current Human Res. Problem ... 3
Business Elective 3	E/RS Focus Elective 3
	General Elective 3
Total 15	Total 15

* HRES 200 fulfills the Cultural Diversity Elective.

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 96 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

Note: If E/R&S Focus Elective is double counted, program is 122 credit hours.

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

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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, DR. JANKOWSKE, 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 basic 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 96): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social Science: ECON 200, Microeconomics, and ECON 201, Macroeconomics

Business Core Requirements (see page 232): 35 hours

Major Requirements

- 18 hours of finance and accounting courses: FINC 365, 370 or 485, 401, 495, one finance elective, 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	3	History II	3
ENGL 101 or 115, Eng Comp or Rhetoric ..	3	ECON 200, Microeconomics	3
Foreign Language Elective	3	Foreign Language Elective	3
INFO 301, Managing Info Technology	3	MKTG 300, Principles of Marketing	3
Total	15	Total	15

Sophomore Year

ECON 201, Macroeconomics	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

B.S.B.A. Finance, continued

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
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	FINC 401, Financial Management	3
FINC 365, Investments	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	FINC 495, Cases and Problems in Finance	3
FINC 370, Financial Institutions or FINC 485, Computer App in Finc	3	General Elective	3
ACCT 350 or 301, Financial Analysis or Intermediate Acct II	3	Finance Elective	3
Business Elective	3	E/RS Focus Elective	3
Total	15	Total	15

* HRES 200 fulfills the Cultural Diversity Elective.

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 96 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

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

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

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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. BRODZINSKI, DR. CLARK, DR. CUNNINGHAM, DR. GEEDING, DR. HUMAN, DR. KILBOURNE, DR. KLOPPENBORG, DR. KRISHNAN, DR. PARK, DR. SHRIBERG

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE IN MANAGEMENT

The objectives of this program are to facilitate good management by:

1. Providing education in the principles and practices of effective operation of the business organization.
2. Enabling the student to handle a wide range of problems encountered in management.
3. Helping to develop the student's leadership capabilities.

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 96), 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social science: ECON 200, Microeconomics, and ECON 201, Macroeconomics

Business core requirements (see page 232): 35 hours

Major Requirements:

- 18 hours in management courses: MGMT 309, 310, 495, 9 hours of electives.
- ACCT 350, HRES 313, 321, 345 and MGMT 303 or 403 are suggested courses for the business elective.
- A 2.000 cumulative average must be attained in the courses of the major.

Electives:

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

**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 345	Marketing Communications	
MKTG 355	New Product Development	
MKTG 370	Consumer Behavior	
5. ENTR 311	Entrepreneurship	3
MGMT 309	Organization Design and Development	
MGMT 320	Personnel Administration	

- 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	3	History II	3
ENGL 101 or 115, Eng Comp or Rhetoric ..	3	ECON 200, Microeconomics	3
Foreign Language Elective	3	Foreign Language Elective	3
MKTG 300, Principles of Marketing	3	INFO 301, Managing Info Technology	3
Total	15	Total	15

Sophomore Year			
ECON 201, Macroeconomics	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 Stats 3	Science Elective 3
Science Elective 3	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 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	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 Elective 3	General Elective 3
Total 15	Total 15

* HRES 200 fulfills the Cultural Diversity Elective.

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 96 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

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

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

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 403, Co-op
FINC 440 Purchase, Sale, and Valuation of Closely Held Firms
FINC 475 Real Estate Finance
MKTG 302 Marketing Research
MGMT 314, Leadership
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.

THE DEPARTMENT OF MARKETING

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

FACULTY

Faculty: DR. HAYES, *chair*; DR. AHUJA, DR. NULSEN, DR. SCHERTZER, DR. SCHUSTER, DR. TADEPALLI, DR. TREBBI, DR. 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 96): 64 hours, including

- Mathematics: MATH 150, Calculus, and MATH 156, General Statistics
- Social science: ECON 200, Microeconomics, and ECON 201, Macroeconomics

Business core requirements (see page 232): 35 hours

Major Requirements

- 18 hours of marketing courses: MKTG 302, 400, 495, and 9 hours of electives in upper division marketing courses.
- A 2.000 average must be attained in the marketing courses.

Electives:

- 3 hours of business courses
- 3 hours of general electives. Marketing majors are encouraged to take PSYC 101, General Psychology, as the free elective.

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>
Freshman Year			
MATH 150, Calculus	3	MATH 156, General Statistics	3
History I	3	History II	3
ENGL 101 or 115, Eng Comp or Rhetoric ..	3	ECON 200, Microeconomics	3
Foreign Language Elective	3	Foreign Language Elective	3
INFO 301, Managing Info Technology	3	MKTG 300, Principles of Marketing	3
Total	15	Total	15

B.S.B.A. Marketing, continued

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

ECON 201, Macroeconomics	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	MKTG 302, Marketing Research	3
Marketing Elective	BLAW 300, Legal Environment	3
MGMT 301, Managerial Communications .2	FINC 300, Business Finance	3
ENGL/CLAS 205, Lit & the Moral Imag.... 3	Fine Arts Elective	3
Total	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

* HRES 200 fulfills the Cultural Diversity Elective.

Scheduling Notes:

- Consult the undergraduate core curriculum requirements on page 96 of the Catalog.
- E/RS Focus Elective requirement may be used to satisfy another element of the core or the major.

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

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

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WILLIAMS COLLEGE OF BUSINESS CENTERS

Center for International Business

The Xavier Center for International Business was established in July 1990 for the purpose of enhancing knowledge of international business among students, faculty and the business community. The Center develops programs within the Williams College of Business to ensure that students are prepared to meet the future challenges of businesses operating in the global economy. The Center also offers several services to the business community: seminars on international negotiation and cultural adaptation, and consulting on market development strategies.

STAFF

Faculty: DR. GEEDING, *Director*

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

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Xavier Center for Economic Research

The Xavier Center for Economic Research offers economic consulting services to the local community. It specializes in measuring the regional economic impact of events and policies.

STAFF

Faculty: DR. COBB, *Director*; DR. BLACKWELL, *Associate Director*; DR. WEINBERG, *Associate Director*

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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

Faculty: DR. EUSTIS, *Director*

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

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