The mission of the School of Business is to provide each student an outstanding business education. The School values internationalization to prepare students for a competitive global environment, diversity to enrich personal growth and enhance the learning experience, ethical decision making to prepare students to serve as business leaders, and scholarship to benefit our students’ education. We also value and provide a personal learning environment where each student’s success matters, as well as engagement in service that adds value to our institution, professions, and communities.

The School of Business is fully accredited by AACSB International, the Association to Advance Collegiate Schools of Business.
BUSINESS PROGRAMS

The School of Business offers the Bachelor of Science degree with a major in either Accounting or Business Administration. Business Administration majors must choose a track in Economics, Entrepreneurship, Finance, International Business, Management, or Marketing. Students who want to have more than one track must successfully complete all requirements for each, plus at least 12 additional unduplicated hours for the second track. A minimum of 50% of the semester hours in the Business major must be taken at UNCP.

The School of Business offers minors in Business Administration, Economics, Finance, Management, Marketing, and Quantitative Finance for non-Business majors only. Currently, Business majors cannot obtain a minor from the School of Business.

The basic core of business studies emphasizes the broad background needed for successful competition in the dynamic work-world as well as preparation for further study in graduate programs. Another objective is to render service beyond the University and within the surrounding business community. Through evening and online degree programs in Economics, Finance, and Management, the School of Business serves students who are unable to attend daytime classes. Further assistance is supplied in placement services and special consultation to the business community at large. The BSBA is also offered through a combination of on-site and online courses on satellite campuses at Sandhills Community College, Richmond Community College, and Fort Bragg. The MBA is offered at both the main campus and at Sandhills Community College.

Prospective students are strongly urged to consult a member of the faculty as soon as possible. To follow the courses in the necessary order, it is best to begin planning early.

THE PASSPORT TO PROFESSIONAL SUCCESS PROGRAM (Required of all School of Business majors)

All students majoring in Business Administration or Accounting must complete the Passport to Professional Success Program (hereafter referred to as the Passport Program). The goal of the Passport Program is to enable Business and Accounting students to become more professional in the way they interact with their colleagues, employers, and other professionals in their field.

“Professionalism” is defined by the Cambridge dictionary as “the combination of all the qualities that are connected with trained and skilled people,” and by the Merriam-Webster dictionary as “the conduct, aims, or qualities that characterize or mark a profession or a professional person.” These are skills that students seeking professional degrees such as Bachelor of Science in Business Administration and Bachelor of Science in Accounting will acquire during their program of study at the School of Business at UNC Pembroke.

These “work-readiness” skills will assist our graduates in finding and maintaining successful business careers. The Passport Program will also help differentiate our graduates from others entering the market from other schools.

Benefits for Students:
• Learn strategies for success in business
• Practice and improve business communication skills
• Gain confidence in different settings outside the classroom
• Obtain assistance in making career decisions
• Understand the importance of a professional appearance
• Strengthen individual interests
• Impact the local community
• Inspire and lead others
• Engage in networking opportunities.

The Passport Program requires the completion of BUS 1001 through 1006, described in the course listings later in this section.
BACHELOR OF SCIENCE IN ACCOUNTING

The objective of the B.S. in Accounting is to prepare graduates for entry level positions whether in Public, Corporate, or Governmental Accounting or to continue further study in graduate school. The course offerings provide students with the knowledge and requirements to sit for the CPA exam in North Carolina upon graduation. In addition to the University graduation requirements, all Accounting majors must attain an overall 2.00 QPA in the courses listed below under Accounting Requirements.

Requirements for a Bachelor of Science in Accounting

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Sem. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Seminar</td>
<td>1</td>
</tr>
<tr>
<td>General Education, including: MAT 1070 and 2150 or 2210, ECN 2020, 2030</td>
<td>44</td>
</tr>
<tr>
<td>General Business Requirements</td>
<td>42</td>
</tr>
<tr>
<td>BUS 1001-1006, DSC 2090, BLAW 2150, 3180; ACC 2270, 2280; DSC 3130, 3140; MGT 3030, 3060; MKT 3120, FIN 3100, ECN 3010 or ECN/FIN 3040; ACC 4130; MGT 4660</td>
<td></td>
</tr>
<tr>
<td>Accounting Requirements</td>
<td>24</td>
</tr>
<tr>
<td>ACC 3210, 3220, 3310, 4170, 4180, 4210, 4500, 4580</td>
<td></td>
</tr>
<tr>
<td>Electives</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

The Economics Track within the Bachelor of Business Administration prepares students for a variety of careers in the government or business sector and for job opportunities that abound in economic consulting and research. Corporate jobs concerned with practical applications of economic policy and microeconomic forecasting are also routinely available.

The Finance Track offers proficiencies and research capabilities needed for careers in the banking and insurance sectors and in securities markets, as well as careers as financial managers, financial analysts, and personal financial advisors. Both tracks offer equip students with means of success in pursuing graduate degrees. The Economics and Finance tracks are available for traditional (face-to-face) and fully online modes of delivery.

The International Business track focuses on management issues facing business leaders in the rapidly evolving global marketplace. It prepares students to manage issues in the increasing globalization of business and the United States economy. Courses expose students to a variety of business areas including economics, finance, marketing, and management. The curriculum enables a student to develop an understanding of how markets, governments, and social systems interact to affect businesses. An approved international study experience is required for all students in the IB track. Students can prepare themselves for careers as global business leaders and develop strategies for improved organizational performance. Employment opportunities include multinational companies in the U.S. and abroad, numerous governmental agencies such as the Department of Commerce, the State Department, and U.S. Customs, as well as the international trade offices of individual states.

The Management track is designed to develop a student's understanding of the general principles, processes, and practices that are integral to leading and managing an organization and its employees. Courses provide students with an opportunity to develop and strengthen their skills in leadership, interpersonal relations, human resource management, small business management, international business, and strategic management. Graduates have a wide variety of career options that include human resource management, small business ownership, retailing, manufacturing, health care, state and federal government, banking, hospitality, and other service industries, as well as university and college administration.

The Marketing track develops the general skills necessary to work successfully in consumer and business-to-business markets. Students develop marketing strategies and effectively manage operations focusing on customers, competitive challenges, and the opportunities for new products, services, and markets. Courses provide an opportunity to prepare for marketing functions that include
research, product planning, and consumer behavior, as well as advertising and promotion. Graduates
work in a broad range of organizations and have careers in fields that include distribution manage-
ment, advertising, public relations, corporate marketing, sales and sales management, retailing, and
non-profit organizations, as well as in government.

### Requirements for a Bachelor of Science in Business Administration

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Sem. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Seminar</td>
<td>1</td>
</tr>
<tr>
<td>General Education, including: MAT 1070 and 2150 or 2210; ECN 2020, 2030</td>
<td>44</td>
</tr>
<tr>
<td>BSBA Common Body of Knowledge</td>
<td>45</td>
</tr>
<tr>
<td>BUS 1001-1006, DSC 2090, BLAW 2150; ACC 2270, 2280; DSC 3130, 3140; MGT 3030, 3060; MKT 3120, FIN 3100; ECN 3010 or ECN/FIN 3040; ITM 3010; MGT 4410, 4660; and ONE of the following six courses to satisfy the School's international requirement: BLAW 3160, ECN 2410, ECN 4400, FIN 4210, MGT 3150, or MKT 3130*</td>
<td>45</td>
</tr>
<tr>
<td>Track** (see below): choose one—Economics, Finance, International Business, Management, Marketing</td>
<td>12</td>
</tr>
<tr>
<td>Business Electives (3000 or 4000 level)</td>
<td>6</td>
</tr>
<tr>
<td>General Electives</td>
<td>12</td>
</tr>
<tr>
<td>**Total:**120</td>
<td></td>
</tr>
</tbody>
</table>

*A study-abroad program approved by the department chair and the dean/assistant dean may replace this requirement.

*ECN track students may not use ECN 4400 to fulfill this requirement.

*FIN track students may not use FIN 4210 to fulfill this requirement.

*MGT track students may not use MGT 3150 to fulfill this requirement.

*MKT track students may not use MKT 3130 to fulfill this requirement.

**B.S. in Business Administration Track Option Course Requirements

<table>
<thead>
<tr>
<th>Track</th>
<th>Sem. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics (ECN)</td>
<td>12</td>
</tr>
<tr>
<td>ECN 3010*, 3500, and two additional 3000- or 4000-level economics courses (ECN or ECNS)</td>
<td>12</td>
</tr>
<tr>
<td>*ECN 3010 cannot be taken as part of the BSBA Common Body of Knowledge</td>
<td>12</td>
</tr>
</tbody>
</table>

**NOTE**: In addition to the University graduation requirements, all B.S. in Business Administration–Economics Track majors must attain an overall 2.00 QPA in the 12 semester hours listed above to fulfill the economics track.

<table>
<thead>
<tr>
<th>Track</th>
<th>Sem. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance (FIN)</td>
<td>12</td>
</tr>
<tr>
<td>FIN 3040*, 4100, 4180, and one additional 3000- or 4000-level finance course (FIN or FINS)</td>
<td>12</td>
</tr>
<tr>
<td>*FIN 3040/FIN 3040 cannot be taken as part of the BSBA Common Body of Knowledge</td>
<td>12</td>
</tr>
</tbody>
</table>

**NOTE**: In addition to the University graduation requirements, all B.S. in Business Administration–Finance Track majors must attain an overall 2.00 QPA in the 12 semester hours listed above to fulfill the finance track.
**Track**

**International Business**

MGT 3150, FIN 4210, MKT 3130, ECN 4400; 6 semester hours of foreign language; and two courses (6 semester hours) from among the courses listed below: BLAW 3160; HST 3320, 3440, 3450, 3720, 3730, 3740, 3750, 3860, 4170, 4210, 4270, 4330; PLS 2000, 2510, 3750, 3800; GGY 1020, 2000, 2060. All BSBA students with a concentration in International Business must take a minimum of 3 credit hours of International Study Abroad, approved by the department chair and the dean/assistant dean, prior to graduation; International Students are exempt from this requirement.

**Management (MGT)**

MGT 3090, 3150, 4080, and 4100

**Marketing (MKT)**

MKT 4300, 4500, 4800; and either MKT 3130, 3200, 4050, 4200 or MKTS 4xxx

**NOTE:** The Bachelor of Science in Business Administration with a track in Entrepreneurship is offered by the School of Business in consultation with the Office of Engaged Outreach. For complete information on this degree program, as well as Entrepreneurship course listings and requirements for a minor or certificate in Entrepreneurship, see the Undergraduate Academic Programs section of the catalog.

**MINORS** (for non-Business majors only)

**Minor in Business Administration**

The minor in business administration provides a general overview of the business environment to students in majors outside of business. Students who want to gain a core understanding of business without making it the center of their education should pursue this minor. Students who fulfill the requirements for the minor in business administration will gain an understanding of functional areas of business administration and the basic concepts of a solid business education—the fundamentals of economics, management, and marketing, and core concepts of financial accounting.

**Requirements for a Minor in Business Administration**

<table>
<thead>
<tr>
<th>Course(s)</th>
<th>Sem. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 1020 or 2270, MGT 3060, MKT 3120, FIN 2400 or 3100, BLAW 2150, and ECN 1000, 2030, or 2020</td>
<td>18</td>
</tr>
</tbody>
</table>

**Minor in Economics**

**Requirements for a Minor in Economics**

<table>
<thead>
<tr>
<th>Course(s)</th>
<th>Sem. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses: ECN 2020 and 2030</td>
<td>6</td>
</tr>
<tr>
<td>Choose four courses from among the 3000- and 4000-level economics courses (ECN or ECNS) offered by the department*</td>
<td>12</td>
</tr>
</tbody>
</table>

**Total: 18**

*FIN 3040 can be substituted for ECN 3040; there are other prerequisites, in addition to ECN 2020 and 2030, for ECN 3010, ECN 3040, and FIN 3040

**Minor in Finance**

**Requirements for a Minor in Finance**

<table>
<thead>
<tr>
<th>Course(s)</th>
<th>Sem. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses: ECN 2030; DSC 1590 or 2090; FIN 2050, 2400, 3000, and 3210</td>
<td>18</td>
</tr>
</tbody>
</table>

**Total: 18**
Minor in Management

The minor in management offers non-business majors the opportunity to learn fundamentals of management practices. It provides an overall understanding of the field of business administration through the Introduction to Business course. Managing complex organizations, leadership practices and issues in human resource management will also be introduced. Finally, principles of international management in the current global business environment will be discussed. The minor in management is attractive to students in all majors who plan to enter the field of management in their respective areas of interest.

Requirements for a Minor in Management

<table>
<thead>
<tr>
<th>Required Courses: BUS 2000, MGT 3030, 3060, 3090, 3150, 4080</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 18</td>
</tr>
</tbody>
</table>

Minor in Marketing

The minor in marketing provides non-business majors with a thorough understanding of the fundamental concepts of marketing and how to apply these concepts through case studies and company and non-profit organization projects. Students also gain an understanding of consumer behavior, along with the knowledge and tools needed to coordinate marketing elements into integrated campaigns.

Requirements for a Minor in Marketing

<table>
<thead>
<tr>
<th>Required Courses BUS 2000, MKT 3120, 3200, 4300, 4800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 15</td>
</tr>
<tr>
<td>Choose one course from: MKT 3130, 4050, MKT 4200, 4500*, 4800, 4850, MKTS 4xxx</td>
</tr>
<tr>
<td>Total: 18</td>
</tr>
</tbody>
</table>

ECN 2030 is recommended as a general education course.
MKT 3120 (with a grade of C or better) is the prerequisite for other marketing courses.
*DSC 3140 (with a grade of C or better is the prerequisite for Marketing 4500.

Minor in Quantitative Finance

Requirements for a Minor in Quantitative Finance

<table>
<thead>
<tr>
<th>Required Courses: ECN 2030; MAT 2150 or 2210; DSC 1590 or 2090; DSC 3130 or MAT 2100; FIN 3000, 3040*, and 3210</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 22</td>
</tr>
</tbody>
</table>

*FIN 3040 can be substituted for ECN 3040

EVENING AND DISTANCE PROGRAMS

The Bachelor of Science in Business Administration, with a track in Management, may be earned in whole or in part by attending classes in the evening or online.

COURSES

ACCOUNTING (ACC)

ACC 1020. Accounting for Non-Business Majors (3 credits)
This course is designed to develop an understanding of the basics of accounting: what accounting information is, how it is developed, how it is used, and what it means.

ACC 2270. Financial Accounting (3 credits)
Introduction to accounting. A study of the basic accounting equation, transaction analysis, and financial statements. PREREQ: DSC 2090 and MAT 1070 or higher mathematics course.

ACC 2280. Managerial Accounting (3 credits)
An introductory study of internal accounting with emphasis on cost analysis and budgeting. The
Business

course stresses the attention-directing and problem-solving function of accounting in relation to current planning and control, evaluation of performance, special decisions, and long-range planning. PREREQ: A “C” or better in ACC 2270.

**ACC 3210. Intermediate Accounting I (3 credits)**
A study of financial accounting theory and procedures. Includes time value of money and in-depth analysis of asset accounts. PREREQ: A “C” or better in ACC 2270.

**ACC 3220. Intermediate Accounting II (3 credits)**
A continuation of ACC 3210. Includes in-depth study of liability and capital accounts, revenue recognition. PREREQ: ACC 3210.

**ACC 3310. Cost Accounting (3 credits)**
Cost determination and analysis, cost control, and cost-based decision making. Included are such topics as job order and process costing systems, application of factory overhead, and responsibility accounting. PREREQ: A “C” or better in ACC 2280.

**ACC 4130. Accounting Information Systems (3 credits)**
Basic concepts of accounting information systems including both computer based and manual systems. This course examines transaction processing systems with emphasis on internal controls and documentation, user support systems and systems development. Specific topics include spreadsheet functions, databases, etc. PREREQ: DSC 2090 and ACC 3310 or concurrent registration.

**ACC 4170. Income Tax I (3 credits)**
Federal income taxes as applied to individuals and sole proprietorships. Includes an overview of the tax system and the effect that tax law has on individual economic decisions. PREREQ: ACC 2270.

**ACC 4180. Income Tax II (3 credits)**
Federal income tax laws applicable to partnerships, corporations, estates, and trusts. PREREQ: ACC 4170.

**ACC 4210. Advanced Accounting (3 credits)**
Mergers and acquisitions accounting as well as preparation of consolidated statements after acquisition. Special accounting problems in consolidated financial statements, partnerships, pension funds, fund accounting, and fiduciary accounting. PREREQ: ACC 3220.

**ACC 4500. Governmental and Not-For-Profit Accounting (3 credits)**
Study of accounting principles unique to not-for-profit organizations as prescribed by generally accepted accounting principles and the Governmental Accounting Standards Board. PREREQ: A “C” or better in ACC 2280.

**ACC 4580. Auditing (3 credits)**
A study of the theory and application of generally accepted auditing standards used in the examination of financial statements. The role of internal control review, working papers, audit programs, and the auditor’s liability are considered along with selected case studies. PREREQ: ACC 3220.

**ACC 4990. Directed Studies in Accounting (1-3 credits)**
Independent study in an area of accounting of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: ACC 2270, ACC 2280, and permission of the Department.

**ACCS 4xxx. Special Topics in Accounting (3 credits)**
The study of a particular topic of special importance, relevance, and currency in the field of accounting. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. PREREQ: ACC 2270, ACC 2280.
BUSINESS (BUS)

BUS 1001. Passport for Professional Success—Awareness 1 (0 credits)
The Passport for Professional Success Program Awareness 1 cluster requires students to attend an Introduction to the Passport Program, attend a Study Abroad information session, and attend a Student Involvement and Leadership Session. This course will be graded on a Pass/Fail basis.

BUS 1002. Passport for Professional Success—Awareness 2 (0 credits)
The Passport for Professional Success Awareness 2 cluster requires students to participate in engagement activities with School of Business Faculty and / or Alumni and attend a Student Internship Information Session. This course will be graded on a Pass/Fail basis.

BUS 1003. Passport for Professional Success—Fundamentals 1 (0 credits)
The Passport for Professional Success Program Fundamentals 1 cluster requires students to attend a Career Center Resume Workshop and attend at least two sessions at the Professional and Career Development Institute (PCDI). This course will be graded on a Pass/Fail basis.

BUS 1004. Passport for Professional Success—Transition (0 credits)
The Passport for Professional Success Program Transition cluster requires students to attend a Career Expo (or Fair), complete a Career Center mock interview, and complete a Senior Exit Interview. This course will be graded on a Pass/Fail basis.

BUS 1005. Passport for Professional Success—Extended Engagement (0 credits)
Passport for Professional Success Extended Engagement activities are long-term in nature and revolve around a core area engaging utilization of student skills in an extended activity of the School of Business. Each student must complete one of the following engagement activities: (1) participate in an approved student organization, (2) participate in an approved study abroad experience, (3) participate in approved civic and community activities, or (4) participate in and complete an approved internship. This course will be graded on a Pass/Fail basis.

BUS 1006. Passport for Professional Success—Fundamentals 2 (0 credits)
The Passport for Professional Success Fundamentals 2 cluster requires students to complete a series of verbal presentations requiring professional attire and to attend the following: University-sponsored formal dinners, professional networking events, School of Business-approved seminars, special speaker presentations, or other approved presentations. This course will be graded on a Pass/Fail basis.

BUS 2000. Introduction to Business (3 credits)
This course introduces the student to the terminology and concepts used in the world of business through a comprehensive approach designed around the functional areas of business administration. The course will focus on how the business entity interacts with its employees (management), customers (economics and marketing), and lenders and creditors (accounting and finance). An emphasis is placed on understanding the global business environment (international business). Topics include the components and actions needed to start a business (entrepreneurship), the skills needed to manage the firm, how products and services of the business are effectively priced and marketed, sources of funds to start and grow the company, and the accounting tools that are used to track income and expenses. Business ethics and social responsibility will be emphasized, as well the use of technology within each of the functional areas mentioned above, and effective business communication skills.

BUSINESS LAW (BLAW)

BLAW 2150. Business Law and Ethics (3 credits)
The legal environment of business, contracts, personal property, commercial transactions, and forms of business organization.

BLAW 3160. International Business Law (3 credits)
This course will introduce students to the legal mechanics of international business transactions and to the commercial law environment within which those transactions are negotiated and executed. The course will focus on the trade and investment activities of business entities, examining in a practical way the legal documentation necessary to execute various types of transactions and issues that the international lawyer and business person are likely to confront. PREREQ: MGT 2150.
BLAW 3180. Commercial Law (3 credits)
Study of the commercial legal environment in which business enterprises operate. Examines the law of contracts, sales and warranties, security interests, commercial paper, and debtor and creditor rights. PREREQ: BLAW 2150.

DECISION SCIENCES (DSC)
DSC 1590. Technology-Enabled Decision Making (3 credits)
This course introduces pertinent elements of computer applications as they relate to making informed decisions. New and emerging learning technologies are introduced and employed to accentuate critical thinking and problem solving skills. Additionally, the course emphasizes effective communication and collaboration in a technology-rich learning environment. Excel spreadsheets are introduced and utilized extensively in this course. Other techniques taught include collection, analysis, interpretation, and presentation of data as well as the effective use of Internet search tools and electronic databases.

DSC 2090. Spreadsheet and Database Management (3 credits)
A comprehensive advanced-level course in spreadsheet analysis and database management. The focal point in this course will be on the use of spreadsheet analysis and database management to address contemporary business problems. PREREQ: DSC 1090.

DSC 3130. Business Statistics I (3 credits)
A study of descriptive statistics including functional and summation notation, describing data graphically and numerically, and probability distributions. PREREQ: C or better in MAT 1070 or a higher-level mathematics class.

DSC 3140. Business Statistics II (3 credits)
A study of statistical inference including probability theory, random variables and probability distributions, testing hypotheses, estimating unknown parameters, analysis of variance, and linear and multiple regression. PREREQ: A “C” or better in DSC 3130.

DSC 3650. Management Science (3 credits)
The mathematical concepts application to the solution of management problems. Topics include linear programming, decision theory, optimization, queuing theory, and transportation modeling. PREREQ: DSC 3140, MGT 3060.

DSC 4420. Supply Chain Management (MGT 4420) (3 credits)
Introduces students to new and emerging topics, tools, and techniques in operations and supply chain management. The course emphasizes coordination, integration, and decision making regarding the interaction of the firm with its suppliers and customers, where planning, design, and control of all aspects of supply chains including design and control of material and information systems, supplier development, supplier selection, customer relationship management and quality issues such as outsourcing in supply chain are discussed. PREREQ: ECN 2020 and 2030, DSC 3130, MAT 1070, ITM 3010.

DSC 4990. Directed Studies in Decision Sciences (1-3 credits)
Independent study in an area of decision sciences of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: DSC 2090, DSC 3130.

DSCS 4XXX. Special Topics in Decision Sciences (3 credits)
The study of a particular topic of special importance, relevance, and currency in the broad field of decision sciences. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. PREREQ: DSC 2090, 3130.
ECONOMICS (ECN)

ECN 1000. Economics of Social Issues (3 credits)
Economic thinking applied to persistent economic problems and issues in a market economy. Emphasis on implications for government policy rather than on the underlying theory. Topics include the nature of an economic system, demand and supply, monopolies, pollution and public goods, ethics and law, unemployment, inflation, the Federal Reserve System and money.

ECN 2020. Principles of Microeconomics (3 credits)
This course focuses on the individual decisions in the market economy. After an overview of how a market economy works, the course develops theories of consumer behavior, the behavior of firms in various degrees of competition, and workers’ decision to offer labor. Government regulation of markets is also discussed.

ECN 2030. Principles of Macroeconomics (3 credits)
This course offers an overall picture of the operation of our economy. The course focuses on how the economic system determines the level of national income, the unemployment rate, and the rate of inflation. Fiscal, monetary, and supply-side policies are discussed.

ECN 2060. Economic Geography (GGY 2060) (3 credits)
Geographic analysis of the location, development and distribution of major industries, resources, agricultural products, and economic services. Study of economic development problems and prospects.

ECN 2410. Asian Economies (3 credits)
This is an introductory level course focusing on the economic systems of Asian countries, which despite diverse history, culture, politics, and society have demonstrated one similarity: rapid economic growth. The course reviews patterns of economic growth among Asian countries, highlighting institutional differences within Asia and between Asian countries and the United States, and studying the global consequences of Asian economic expansion. Countries discussed will be selected from the Middle East, the Indian subcontinent, and Southeast and North Asia. China and Japan will be discussed in depth. Particular attention is paid to successes and failures of government policies in promoting economic growth in the region, and the role of culture in shaping such policies. Economic theories such as comparative advantage and growth models will be utilized to analyze the reasons for success of certain countries and the stagnation of others. The role of the market system as well as cultural and legal factors will be studied in addressing the similarities and differences among such economies.

ECN 3010. Managerial Economics (3 credits)
This course is a rigorous analysis of resource allocation, price determination in a market economy, consumer behavior (constrained utility maximization), theory of the firm (constrained profit maximization), and production and pricing behavior under various market structures. PREREQ: A “C” or better in MAT 2150 or 2210 and in ECN 2020.

ECN 3040. Money, Financial Markets, and Institutions (FIN 3040) (3 credits)
Study of money, financial institutions, and markets and their roles in the economy. Coverage includes organization and functions of financial intermediaries, structure of financial markets and financial instruments, application of time value of money to bond pricing and yield calculations, algebraic approach to the supply and demand for money and interest rate determination, term- and risk-structures of interest rates, the Keynesian macroeconomic model, and the algebraic approach to analyzing the effects of money and credit on national incomes, prices, and interest rates. While this course is substantially the same as FIN 3040 and covers the same set of topics, it places more emphasis on policy-oriented macroeconomic analysis. PREREQ: A “C” or better in MAT 2150 or 2210 and in ECN 2020.

ECN 3050. Intermediate Macroeconomics (3 credits)
This course builds upon the concepts learned in Principles of Macroeconomics. It provides a deeper understanding of the functioning of the macroeconomy and the forces of globalization. Students will learn two major macroeconomic models: the neoclassical model and the Keynesian model. Topics will
include national income and its determinants, economic fluctuation and economic growth, the possible impacts of monetary and fiscal policies, and how different factors of production behave in certain economic situations. Furthermore, how changes in aggregate consumption and investment affect the economy will also be covered. PREREQ: A “C” or better in MAT 2150 or 2210 and in ECN 2030.

**ECN 3070. Internet Economics (3 credits)**
Applying basic principles of economics, this course surveys the various ways that economics is applied to the area of electronic commerce and how the e-commerce revolution affects the economy. The course covers relevant applications of electronic commerce to emerging economic concepts such as virtual products, network industries, online pricing and advertising, vertical integration/vertical restraint in the online market, Internet intellectual property rights, anti-trust issues in e-commerce, online financial markets, online banking, digital cash and electronic payments, regulatory issues of online markets, the public sector and the online marketplace, Internet and security. It provides balanced examinations of how basic economic principles continue to [word(s) omitted here???] the electronic marketplace and of how features of certain products sold in this market place required rethinking some of those principles. PREREQ: ECN 2020.

**ECN 3080. Environmental Economics (3 credits)**
This course examines the implications of economic theory and how it relates to the environment and environmental activity. The continuing conflict between market forces and environmental integrity will be the centerpiece of discussion, and the course will explain how economic theory views the relationship between economic activity and the natural world. Special emphasis is given to developing and implementing tools to evaluate environmental policies. Other topics include cost-benefit analysis, measurement of the benefits of non-market goods and costs of regulations, and the evaluation of the impact of regulations in areas such as financial markets, workplace health and safety, consumer product safety, and other contexts. PREREQ: ECN 2020.

**ECN 3090. Economics of Sports (3 credits)**
This course centers around the application of microeconomic theory to the sports industry, both at the professional and amateur sports markets. The topics include market structure, labor relations, labor market discrimination, competitive balance, market value of sports talent, and payments to players. The involvement of the government in the sports business will also be discussed. PREREQ: ECN 2020.

**ECN 3300. Public Finance (PSPA 3310) (3 credits)**
A descriptive and analytical study of government revenues and government expenditures. Includes federal, state, and local levels of government. PREREQ: ECN 2020 or 2030.

**ECN 3410. U.S. Economic History (HST 3410) (3 credits)**
A study of the United States economy from colonization to the present. PREREQ: Permission of instructor.

**ECN 3500. Survey of Ethics in Economics and Finance (FIN 3500) (3 credits)**
A survey of the emerging field of Financial Ethics. This course will provide an overview of ethical theory and decision making, explore some of the possible sources of ethical conflicts in economics and finance, study the practice of ethical decision making in the fields of finance and economics, and employ case studies to practice methods for determining ethical decision making in financial management, investments, and financial institutions.

**ECN 3740. Health Economics (3 credits)**
This course will present an economic analysis of several aspects of the healthcare industry, including hospital services, physicians’ services, nurses’ services, the pharmaceutical industry, medical insurance, Medicare and Medicaid, HMOs and PPOs, medical tourism, and government healthcare policy. PREREQ: ECN 2020.

**ECN 4020. Industrial Organization (3 credits)**
Industrial organization is the study of industry and firm behavior. Using the basic tools of microeco-
economic theory and game theory, this course explores the relationships among firms in an industry or across industries by examining the nature of strategic interaction among firms. We will study theoretical models and empirical evidence for a wide variety of market phenomena. We will also introduce contract theory and its application in financial structure. PREREQ: C or better in ECN 2020 and MAT 2150 or 2210.

ECN 4060. Comparative Economic Systems (3 credits)
A comparative study of alternative economic systems, including communism, socialism, and capitalism. PREREQ: ECN 2020, ECN 2030.

ECN 4070. Labor Economics (3 credits)
Examines the nature of the labor markets and problems dealing with labor groups. Topics include history of the labor movement, union structure, labor law, collective bargaining. PREREQ: ECN 2020.

ECN 4080. Economic Development (3 credits)
Analysis of economic and social problems of underdeveloped regions. Theories and strategies of economic growth and development designed to accelerate solutions to these problems. PREREQ: ECN 2020, ECN 2030.

ECN 4110. Development of Economic Thought (3 credits)
A basic course in the development of economic theories and doctrines, from the ancient Greeks to the present day. PREREQ: ECN 2020, ECN 2030.

ECN 4400. International Trade (3 credits)
An introductory analysis of international trade relations, the nature of a country’s imports and exports, costs and benefits of trade protectionism, the role of trade in the domestic economy, balance of payments, and the determination of exchange rates. PREREQ: ECN 2020, ECN 2030.

ECN 4800. Economics Internship (3 credits)
This course entails a work experience in a business firm, a non-profit organization, or a government entity where the student, under academic and employer supervision, participates in the daily operations of the organization and conducts some economic analysis of the operations of the business entity (40 work hours per semester credit hour). Students must keep an extensive diary of work experiences and submit frequent reports to an academic supervisor, who is a UNCP faculty member in the Department of Economics, Finance, and Decision Sciences, who has been approved by the Chair of that department, and who will be responsible for assigning the grade in the course. Pass/Fail. PREREQ: Minimum of 90 semester hours, grades of C or better in ECN 2020 and in ECN 3010, cumulative GPA of 2.5 or better, a declared academic major in Business Administration or Accounting, a written proposal, and written consent of Department Chair.

ECN 4990. Directed Studies in Economics (1-3 credits)
Independent study in an area of economics of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: ECN 2020, ECN 2030, and permission of the Department.

ECNS 4xxx. Special Topics in Economics (3 credits)
The study of a particular topic of special importance, relevance, and currency in the field of economics. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. PREREQ: ECN 2020, ECN 2030.

FINANCE (FIN)
FIN 2050. Personal Finance (3 credits)
Course focuses on tools consumers can use in making purchase decisions. Topics include planning and managing personal finances, credit, insurance, real estate, financial investments, retirement planning and estate planning.
FIN 2400. Foundations of Finance (for Non-Business Majors) (3 credits)
Foundations of Finance offers a concise yet comprehensive survey approach to finance that provides students with the opportunity to understand what finance is all about. The course, intended for non-business majors, introduces the three main areas of finance—markets, investments, and financial management. Topics include banks and financial institutions, interest rate and the saving process, time value of money, introduction to bonds and stocks, financial data analysis and long term financial planning, and overview of capital budgeting. MAT 1050 and a financial calculator are recommended.

FIN 3000. Finance for Small and Entrepreneurial Businesses (3 credits)
Small Business and Entrepreneurial Finance takes a three-pronged stage-sensitive approach to introduce financial thinking, tools, and techniques adapted to the realm of entrepreneurship and small business ownership. The course emphasizes the differences between large corporations and Small and Medium Enterprises (SMEs) relative to funding, risk assessment, and management. Topics include introduction to financial tools, financial markets and instruments, and management of short terms assets and liabilities. Analysis of bootstrapping strategies in estimating financial resource requirement is followed by a comprehensive discussion of sources of funds for small businesses in the development, startup, and survival stages of the entity’s life cycle (including Small Business Administration programs), and in later stages of life, entrepreneurial venture growth capital, harvesting the venture investment and turnaround opportunities or liquidation under financial distress.

FIN 3040. Money, Financial Markets, and Institutions (ECN 3040) (3 credits)
Study of money, financial institutions and markets and their roles in the economy. Coverage includes organization and functions of financial intermediaries, structure of financial markets and financial instruments, application of time value of money to bond pricing and yield calculations, algebraic approach to the supply and demand for money and interest rate determination, term- and risk structures of interest rates, the Keynesian macroeconomic model, and the algebraic approach to analyzing the effects of money and credit on national income, prices, and interest rates. While this course is substantially the same as ECN 3040 and covers the same set of topics, it places more emphasis on the structure and functions of financial institutions and instruments and the role they play in guiding resources within the economy. PREREQ: A “C” or better in MAT 2150 or 2210 and in ECN 2030.

FIN 3050. Risk Management and Insurance (3 credits)
This course provides for the future business manager an introduction to the nature and management of risk. Theory and application into the nature of risk, exposure, insurance, and hedging are covered. Insurance is covered from the point of view of the business person, to be a smart consumer of insurance services; as well as from the point of view of a potential insurance industry representative or executive. PREREQ: FIN 3100, DSC 3130.

FIN 3100. Business Finance (3 credits)
Principles of financial management as they apply to American business organizations. The role of finance and the financial manager, risk, return and interest rates, long-term investment decisions, cost of capital, and short and long term financing decisions. PREREQ: A “C” or better in ACC 2270, DSC 3130 or equivalent statistical course, and MAT 1070 or a higher-level mathematics class.

FIN 3210. Financial Analysis with Spreadsheet Applications (3 credits)
FIN 3210 employs spreadsheets as a management tool for financial analysis by taking an integrative view that promotes integration across financial functions and responsibilities within a business. Topics include analyzing income statements, balance sheets, and cash flow statements, performing vertical and horizontal analyses of financial statements, determining financial ratios and analyzing their trends and significance, and combining quantitative and judgmental techniques to improve forecasts of sales revenues and customer demands. Spreadsheet software will be used in the course as an analytical tool. PREREQ: DSC 1590 or DSC 2090 and FIN 3000.

FIN 3500. Survey of Ethics in Economics and Finance (ECN 3500) (3 credits)
A survey of the emerging field of Financial Ethics. This course will provide an overview of ethical theory and decision making, explore some of the possible sources of ethical conflicts in economics
and finance, study the practice of ethical decision making in the fields of finance and economics, and employ case studies to practice methods for determining ethical decision making in financial management, investments, and financial institutions.

FIN 4100. Financial Management (3 credits)
Finance from the viewpoint of the financial manager. This course introduces and utilizes the case study method to explore differences in financial policy, financial statements for ratio analysis, capital budgeting investment decisions, and strategic bond and stock valuations. PREREQ: A “C” or better in FIN 3100.

FIN 4180. Investment Analysis and Portfolio Management (3 credits)
Equity and debt securities as investments, the organization and functions of the capital market, and the analysis and evaluation of securities and portfolios. PREREQ: A “C” or better in FIN 3100.

FIN 4200. Bank Management and Policy (3 credits)
Course focuses on the theory and practice of management of commercial banks and other depository institutions. Primary emphasis is on the application of concepts and analytical tools crucial to decisions facing managers of contemporary banks. Areas covered include financial and portfolio management, deposit acquisitions, capital adequacy, managerial objectives, market and regulatory environment, and dimensions of risk. PREREQ: A “C” or better in FIN 3100.

FIN 4210. International Finance (3 credits)
This course will provide the student with a comprehensive survey of complex financial concepts as applied to the international arena, through the exploration of theoretical constructs and their practical applications. Topics explored include the international macroeconomic environment, international financial landscape, and the management of the multinational firm. PREREQ: FIN 3100, DSC 3130, MAT 2150 or 2210.

FIN 4800. Financial Institution Internship (1-3 credits)
A work experience in a bank or financial institution where the student, under academic and employer supervision, participates in actual managerial functions and is exposed to the daily operation, decisions and working policies of the bank (minimum of 40 work hours per semester credit hour required). Students must keep an extensive diary of work experiences and submit frequent reports to the academic supervisor. Pass/Fail. May be repeated for credit. PREREQ: A “C” or better in FIN 3100 and the consent of Dean or faculty member supervising bank internships.

FIN 4990. Directed Studies in Finance (1-3 credits)
Independent study in an area of finance of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: A “C” or better in FIN 3100 and permission of the Department.

FINS 4xxx. Special Topics in Finance (3 credits)
The study of a particular topic of special importance, relevance, and currency in the field of finance. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. PREREQ: A “C” or better in FIN 3100 or permission of the instructor.

INFORMATION TECHNOLOGY MANAGEMENT (ITM)
ITM 3010. Management Information Systems (3 credits)
Introductory examination of the role of information systems in the support of managerial decisions. Communications theory, electronic storage systems, data base accumulation. PREREQ: DSC 2090, MGT 3060.

ITM 3100. Basic Application Development (3 credits)
This course is an introduction to the Visual Basic.NET language within the Visual Studio.NET inte-
grated application development environment. The course covers the fundamentals of programming in a visual, object-oriented language and focuses on common programming methodologies and basic application development skills.

**ITM 3200. E-Commerce (3 credits)**
This course is designed to help business students increase their knowledge in E-Commerce so that they may better understand how organizations can successfully operate their businesses online. Specific topics to be addressed include business models, technical infrastructure, software procurement strategies, customer interaction, and the implementation of customer-centric systems. PREREQ: A “C” or better in ITM 3010.

**ITM 3500. Database Management Systems (3 credits)**
In this course, students will investigate application development in a business database environment with an emphasis on designing, modifying, and querying databases. In this course students will develop an understanding of database technology, database design, database selection and acquisition. Decision-making using databases will be covered. Overviews of emerging trends in data management will be covered. PREREQ: A “C” or better in ITM 3010 or ACC 4130.

**ITM 3700. Enterprise Business Systems (3 credits)**
Enterprise Business Systems provide information management and analysis to organizations. This course provides the student with an overview of Enterprise Business Systems. Topics covered will include functional systems, cross-functional systems, CRM, MRPII/ERP, SCM. PREREQ: A “C” or better in ACC 2280, ITM 3010, and MKT 3120.

**ITM 4100. System Analysis and Design (3 credits)**
An introduction to systems thinking and the systems analysis process. The emphasis will be on traditional analysis, design, and implementation through the data flow analysis and systems development life-cycle approaches. Student teams will perform system studies of real-world problems and develop potential solutions. PREREQ: A “C” or better in ITM 3500; ITM 3100 is recommended.

**ITM 4400. Project Management (3 credits)**
This course is designed to provide knowledge of business project management in general and information technology project management in specific. It explores the dimensions and elements of project management; concepts, methodologies, strategies, and structures. Attention will also be given to cost controls, teamwork, and quality management. PREREQ: A “C” or better in ITM 3010 or ACC 4130.

**ITM 4600. Systems Security, Reliability, and Privacy (3 credits)**
This course develops the student’s ability to comprehend, communicate, and apply current electronic commerce developments as a professional involved in designing, building, or managing information and accounting systems. Topics include the number-one topic of concern for businesses using E-business applications: transaction security and privacy. In addition, reliability of information systems as well as business decisions required to implement, plan, and support an electronic commerce endeavor are presented. PREREQ: A “C” or better in ITM 3500.

**ITM 4800. Information Technology Management Internship (1-3 credits)**
A work experience in an operating business where the student, under academic and employer supervision, participates in actual information technology managerial functions (40 work hours per semester credit hour required). Student must keep an extensive diary of work experiences and submit frequent reports to academic supervisor. PREREQ: A “B” or better in ITM 4100 and 4400.

**ITM 4950. Advanced Information Technology Management (3 credits)**
This course emphasizes the management of information technology and related resources from a broad strategic perspective. Topics covered include assessment of information technologies and their fit to organizational structure, tracking emerging technologies and trends, managing portfolio resources and matching them to business needs, technology transfer, end-user computing, outsourcing, theoretical models, strategic applications, and strategic IT planning. PREREQ: A “C” or better in FIN 3100, ITM 3010 and 4400.
ITM 4990. Directed Studies in Information Technology Management (1-3 credits)
Independent study in an area of ITM of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: A “C” or better in ITM 4100 and 4400.

ITMS 4xxx. Special Topics in Information Technology Management (3 credits)
The study of a particular topic of special importance, relevance, and currency in the field of Information Technology Management. The content of the special topics course varies with each offering. PREREQ: A “C” or better in ITM 3010.

MANAGEMENT (MGT)

MGT 2000. Success in Organizations (3 credits)
This course is an overview of workplaces in contemporary society, with individual, social, and ethical perspectives germane for both business and non-business majors. Topics will address areas such as how your employer obtains revenue to pay your salary, how your employer can stay competitive in the marketplace, and how you can remain employable in your field. Current issues will also be analyzed, including personal strategies for success in organizational life.

MGT 3010. Organizational Crisis Management (3 credits)
Crisis management focuses on helping decision makers address low probability, high impact events that may occur to their organizations. Such events include, but are not limited to, workplace violence, fires, severe weather damage, consumer boycotts, terrorist attacks, product sabotage, or industrial accidents. This course follows a four stage approach to a comprehensive crisis management program: landscape survey, strategic planning, crisis management, and organizational learning. PREREQ: junior or senior standing.

MGT 3030. Business Communications (3 credits)
Development of skill in the fundamentals of oral and written communication skills. In addition to studying the concepts of communication, students are required to make both oral and written presentations. The importance of effective communication within the business context is emphasized. PREREQ: A “C” or better in ENG 1060.

MGT 3060. Organization and Management (3 credits)
Introductory study of management processes within profit and non-profit organizations. Emphasis on behavioral issues as applied to organizations, such as motivation, teams, perception, and organizational development.

MGT 3090. Organizational Leadership (3 credits)
A survey of theoretical and contemporary approaches to leadership in organizations. Issues such as decision-making, change, power, strategy, and social responsibility are also addressed as they relate to leader effectiveness. PREREQ: MGT 3060.

MGT 3150. International Management (3 credits)
An introduction to and an overview of the essential elements of international management. Emphasis on the application of behavioral and strategic management practices to global business environments. PREREQ: MGT 3060.

MGT 3810, 3820, 3830, 3840. Students in Free Enterprise I, II, III, IV (1 credit each)
Educational experience planning and implementing outreach projects and hands-on learning as part of Students in Free Enterprise (SIFE), a nonprofit organization. Students will be required to complete a minimum of 50 hours of project work in addition to other requirements set by the instructor. PREREQ: permission of the instructor.

MGT 4010. Fundamentals of Project Management (3 credits)
This course introduces new and emerging topics, tools, and techniques that are used in Project Man-
agagement. It introduces students to project planning and organization, budgeting and control, and project life cycles. Topics include organizational workflow, the staffing process, project planning elements, and project communications. Students will also learn basic project scheduling techniques, resource constrained scheduling, and software applications for project management. PREREQ: MGT 3060 and 3090.

MGT 4050. American Indian Business (3 credits)
This course will address topics in American Indian business, management, and leadership, including American Indian entrepreneurship. Topics include the impact of culture on human resource management and business strategy, American Indian leadership characteristics, tribal values and economic development, as well as the relationship between spirituality and American Indian business. PREREQ: MGT 3060.

MGT 4070. Organization Theory (3 credits)
An examination of contemporary organizations from a theoretical perspective. Topics include but are not limited to organizational structure and design, organizational lifecycle, culture, ethics and social responsibility, strategy, technology, innovation and change, conflict, power, and politics. PREREQ: MGT 3060 or 3070.

MGT 4080. Human Resource Management (3 credits)
Application of behavioral science concepts in the development of hiring, training, and compensation policies relevant to the management of people at work. PREREQ: MGT 3060.

MGT 4100. Small Business Management (3 credits)
Consideration of opportunities and obstacles involved in starting and operating a small business. Emphasis is placed on integrating major concepts from finance, marketing, operations, and accounting as they apply to owning and operating a small business. PREREQ: MGT 3060, MKT 3120, FIN 3100.

MGT 4110. Small Business Institute Problems (3 credits)
Project-oriented course in which teams, under the supervision of the instructor, provide consulting assistance to individuals who are starting a new business or currently operating a small business. Emphasis is placed on integration and application of business concepts to actual business situations. Limited enrollment. PREREQ: MGT 3060, MKT 3120, FIN 3100 (MGT 4100 desirable, but not required).

MGT 4300. Business Ethics and Social Responsibility (3 credits)
This course examines the areas of business ethics and corporate social responsibility using a stakeholder approach. The areas examined include the company's relationships with its local community, society, shareholders, suppliers, creditors, employees, management, consumers, the physical environment, and the government. PREREQ: MGT 3060, ECON 2020 or 2030, and ACC 2270.

MGT 4310. Sustainability and Corporate Social Responsibility (3 credits)
This course combines two increasingly important streams of management responsibilities: sustainability and social responsibility. It requires students to examine the challenges of implementing sustainability in a variety of contexts from the perspectives of climate change, energy use, natural resource use, and ecosystems/land use, as well as introduces them to the concepts of corporate social responsibility, which expands corporate focus from serving stockholders to considering the impact of the firm's activities on diverse stakeholders.

MGT 4410. Operations Management (3 credits)
Operations management is responsible for systems that create goods and/or provide services. The course examines the techniques required to operate the system and points out potential problems. Global systems, with emphasis on Japan, are discussed. PREREQ: DSC 3140, MGT 3060.

MGT 4420. Supply Chain Management (DSC 4420) (3 credits)
Introduces students to new and emerging topics, tools, and techniques in operations and supply
chain management. The course emphasizes coordination, integration, and decision making regarding the interaction of the firm with its suppliers and customers, where planning, design, and control of all aspects of supply chains including design and control of material and information systems, supplier development, supplier selection, customer relationship management and quality issues such as outsourcing in supply chain are discussed. PREREQ: ECN 2020 and 2030, DSC 3130, MAT 1070, ITM 3010

MGT 4500. Ethics and Capitalism (3 credits)
An examination of the moral, philosophical, and economic foundations of capitalism. Topics include both foundational works and contemporary issues.

MGT 4660. Business Strategy (3 credits)
A capstone course integrating knowledge from functional areas through analysis of complex business problems. Case approach requires student involvement in decision making. PREREQ: ACC 3310 or MGT 4410, MGT 3030, and a “C” or better in MGT 3060, MKT 3120 and FIN 3100.

MGT 4800. Management Internship (3 credits)
A work experience in an operating business where the student, under academic and employer supervision, participates in actual managerial functions (40 work hours per semester credit hour). Student must keep extensive diary of work experiences and submit frequent reports to academic supervisor. All internships, practica, and other external learning experiences are supervised by UNC Pembroke faculty, who also assign grades in the courses. Pass/Fail. PREREQ: Written proposal and consent of Department Chair.

MGT 4990. Directed Studies in Management (1-3 credits)
Independent study in an area of management of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: MGT 3060 and permission of the Department.

MGTS 4xxx. Special Topics in Management (3 credits)
The study of a particular topic of special importance, relevance, and currency in the field of management. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. PREREQ: MGT 3060.

MARKETING (MKT)

MKT 3120. Principles of Marketing (3 credits)
An introductory course in basic marketing principles is viewed from the perspective of a marketing manager. Topics covered include the marketing concept, product analysis, consumer behavior, channels of distribution, pricing, promotion, international marketing, and marketing’s role in society.

MKT 3130. International Marketing (3 credits)
This course examines the role or marketing in international arenas. Will be concerned with societal, cultural, as well as economic aspects of marketing in different countries. PREREQ: MKT 3120.

MKT 3200. Consumer Behavior (3 credits)
Examination of the consumer decision-making process, including searching for, purchasing, using, evaluating, and disposing of products and services. Emphasis on how marketing mix, social-cultural factors, inner characteristics, and lifestyle affect consumer behavior. Discussion of current examples and public policy issues. PREREQ: A “C” or better in MKT 3120.

MKT 4050. Retail Management (3 credits)
Study of retail structure and organization. Analysis of major store functions including buying, selling, pricing, advertising, and inventory control. PREREQ: “C” or better in MKT 3120.

MKT 4200. Personal Selling and Sales Management (3 credits)
An overview of skills and knowledge involved in personal selling management of sales programs. Em-
phasis on learning the different techniques for developing personal selling presentations, prospecting for customers, managing customer accounts, and sales management theories and their applications. PREREQ: A “C” or better in MKT 3120.

MKT 4300. Integrated Marketing Communications (3 credits)
A study of advertising planning and strategy. Topics include economics and social aspects, types of advertising, advertising objectives, development of advertising messages, media selection and evaluation, and advertising research. PREREQ: A “C” or better in MKT 3120.

MKT 4500. Marketing Research (3 credits)
A study of the application of research methods, both quantitative and qualitative, in the collection of marketing information and the development of marketing strategy. Applied marketing research studies are examined from the perspectives of planning, designing, executing, and interpreting. PREREQ: A “C” or better in MKT 3120 and DSC 3140.

MKT 4800. Marketing Strategy (3 credits)
Integration of marketing elements in a strategic planning framework. Topics include demand analysis, formulating marketing strategies, establishing marketing policies and procedures, coordinating marketing actions, and evaluating performance of marketing functions. PREREQ: A “C” or better in MKT 3120.

MKT 4850. Marketing Internship (3 credits)
A work experience in an operating business where the student, under academic and employer supervision, participates in actual managerial functions (40 work hours per semester credit hour). Student must keep extensive diary of work experiences and submit frequent reports to academic supervisor. All internships, practica, and other external learning experiences are supervised by UNC Pembroke faculty, who also assign grades in the courses. Pass/Fail. PREREQ: Written proposal and consent of Department Chair.

MKT 4990. Directed Studies in Marketing (1-3 credits)
Independent study in an area of marketing of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. PREREQ: A “C” or better in MKT 3120 and permission of the Department.

MKT 4xxx. Special Topics in Marketing (3 credits)
The study of a particular topic of special importance, relevance, and currency in the field of marketing. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. PREREQ: A “C” or better in MKT 3120 or permission of the instructor.