

FACULTY

DIVISION HEAD

James A. Bailey

PROFESSORS

Sandra K. Fleak, Neil Gilchrist, Mary Giovannini, Pyung Eui Han, Bryce J. Jones II, Debra K. Kerby, Jia-yuan (Jason) Lin, Jeffrey Romine, Sandra L. Weber

ASSOCIATE PROFESSORS

Nabil Alghalith, Stephen L. Allen, Michael Blum, Debra Cartwright, Paul G. Fellows, Scott R. Fouch, Keith E. Harrison, Steven H. Klein, Kyung C. (Andrew) Mun, John Perrachione, Steven R. Smith, James R. Turner

ASSISTANT PROFESSORS

Terrence Gabel, Adrien R. Presley, Laurie M. Turner

INSTRUCTORS

Glen E. Giboney, Catherine L. Poyner, Marilyn Romine

LECTURERS

Michael Engber

ACADEMIC ADVISORS

Barbara Espe
Wynona Murphy
Reneé Riley

SMALL BUSINESS DEVELOPMENT CENTER

Glen Giboney, Director

DEGREES OFFERED

Bachelor of Arts, BA
Bachelor of Science, BS

UNDERGRADUATE MAJORS

Accounting (BS)
Business Administration (BA, BS)
Concentration - Finance
Concentration - Management
Concentration - Marketing

ACCREDITATION

The following business and accounting programs offered by the Division of Business and Accountancy are accredited by AACSB International-The Association to Advance Collegiate Schools of Business: Bachelor of Arts and Bachelor of Science in Business Administration, Bachelor of Science in Accounting, and Master of Accountancy.

AACSB is recognized by the Council on Postsecondary Accreditation and by the Office of Postsecondary Education, U.S. Department of Education, as a specialized accrediting agency for undergraduate and graduate programs in business administration and accounting.

MISSION STATEMENT

The mission of the Division of Business and Accountancy is to advance the University's efforts in preparing, educating, and empowering students to be well-rounded and productive members of society. To accomplish this mission, the Division offers selected business and accounting programs with a strong foundation in the liberal arts and sciences. These programs will prepare students to assume business or professional positions in the public and private sectors or to enter professional and graduate programs. To fulfill this mission the faculty seek:

- ◆ to create a community of scholars by placing primary emphasis on teaching while recognizing the importance of service and intellectual contributions in support of the teaching mission;
- ◆ to provide a curriculum and activities that will attract and retain outstanding students with superior academic and professional potential; and
- ◆ to continuously improve the various methods of instruction by monitoring the intellectual development of students through the use of multiple assessment measures.

Business Division Objectives

In support of the Division's mission the objectives of the business programs naturally involve students, curriculum, faculty, and resources. Assessing the outcomes of objectives is necessary for accountability and continuous improvement.

Students are the focus of our educational institution. The student objectives of the business degree program are:

- ◆ to attract and retain students with superior academic qualifications and demographic diversity comparable to the University's student population;
- ◆ to prepare students for business or professional positions in the public and private sectors;

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BUSINESS AND ACCOUNTANCY

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- ◆ to graduate students qualified for admission to select professional or graduate programs;
- ◆ to prepare students for future leadership and service opportunities; and
- ◆ to assist in making career and educational decisions.

A curriculum provides the framework for educating young women and men to contribute to a global society in which diversity, changing technology, and difficult ethical decisions are prevalent. The curriculum objectives of the business degree programs are:

- ◆ to offer business degrees that build upon a liberal arts and sciences foundation including calculus, statistics, and foreign language. Specifically, the business programs will further develop written and oral communication, computer, quantitative, and critical thinking skills;
- ◆ to develop fundamental business knowledge in the areas of accounting, legal environment of business, organizational behavior, finance, marketing, production, information systems, economics, and statistics which are integrated with the completion of a senior capstone course;
- ◆ to provide opportunities for students to study in the specialized areas of accounting, finance, management, and marketing; and
- ◆ to increase study abroad and other international opportunities for business and accounting students.

Capable and dedicated faculty are essential for facilitating student learning. The faculty objectives of the business degree programs are:

- ◆ to hire and retain academically and professionally qualified faculty in the foundation and concentration areas;
- ◆ to provide sufficient numbers of faculty to maintain class sizes which are comparable to the University average and which will facilitate active-learning techniques;
- ◆ to promote faculty development through seminars, faculty mentoring, participation at academic and professional meetings; and to provide each faculty member opportunities for international study, travel, or teaching experience; and
- ◆ to evaluate faculty by placing primary emphasis on teaching effectiveness and accessibility to students with secondary emphasis on service and intellectual contributions which support the teaching mission of the Division.

A variety of accessible resources are necessary to support effective business and accounting education. Resource objectives are:

- ◆ to provide facilities that promote learning and high academic achievement;
- ◆ to provide and continuously upgrade computer technology, and maintain adequate technical support services;
- ◆ to provide and continuously upgrade library holdings and information databases to support the mission of the Division;
- ◆ to provide funding for faculty development activities; and
- ◆ to provide staff support sufficient for faculty to meet the various divisional objectives.

Accountability for student learning is linked to the multiple assessment measures used to evaluate the outcomes of a liberal education, communication skills, knowledge in the major, and student attitudes. The data from the assessment instruments are analyzed and used:

- ◆ to foster improvement through revising curriculum and program requirements;
- ◆ to implement varied instructional methodologies; and
- ◆ to advise students.

ACCOUNTING MAJOR

The Division of Business and Accountancy offers a four-year program of study in accounting which emphasizes entry-level skills necessary for the practice of accounting in the private sector. Students who complete the undergraduate program will be eligible to sit for the Certified Management Accountant (CMA) examination. Students who complete only the four-year accounting program are NOT eligible to sit for the Uniform CPA examination in Missouri after June 30, 1999.

In recognition of the extensive body of knowledge needed for the professional practice of public accounting, the Division offers a Master of Accountancy degree program. Students completing the Master of Accountancy program will meet the requirements to sit for the Uniform CPA examination in Missouri and many states that require 150 hours of college study to be eligible to take the professional examination. Students should determine the specific requirements of their state early in their program. Students are encouraged to complete both the undergraduate and graduate accounting programs at Truman. However, students may enter the undergraduate program as transfer students or enter the graduate program after receiving an undergraduate degree at Truman or another university.

Mission Statement

As a unit of the Division of Business and Accountancy, the accounting programs embrace the overall mission and objectives of the business division.

The mission of the accounting programs is to enable undergraduate and masters students to acquire the knowledge and skills necessary for successful accounting careers or for successful graduate study. The programs include broad-based business knowledge and integrate fundamental liberal arts and sciences skills to equip students as life-long learners in a global society. The undergraduate program prepares students for careers in management accounting emphasizing management control, decision-making, and financial communication. The graduate program provides students with an increased conceptual understanding of the body of accounting and business knowledge and provides professional research opportunities within the framework of advanced topics. The graduate program prepares students for roles in protecting the interests of investors, creditors, and other stakeholders. The graduate program focuses on the public accounting activities of auditing, management consulting, and tax planning. These programs require that the faculty's primary focus be on quality instruction and advising, supported by scholarly activities and professional service.

Accounting Program Objectives

In fulfilling the accounting program's primary focus on quality instruction, the objectives of the undergraduate program are:

- ◆ to attract and retain a diverse group of students with the academic qualifications and leadership potential necessary for successful accounting careers or graduate study;
- ◆ to facilitate the growth and development of students' analytical thinking, problem-solving, communication, and interpersonal skills within the framework of the accounting courses;
- ◆ to provide an environment in which students have leadership and service opportunities that encourage students to assume these roles in their future careers and communities;
- ◆ to have faculty who are accessible to students and advise students in educational and career choices; and
- ◆ to maintain an environment where faculty engage in scholarly activities and professional services that support the primary teaching mission of the division.

In fulfilling the accounting program's mission and overall objectives, the undergraduate accounting program specifically seeks:

- ◆ to challenge students with a curriculum that provides a knowledge base of financial and managerial accounting and taxation necessary for successful management accounting careers or graduate study.

As the accounting programs strive to achieve the objectives of quality instruction, advising, scholarly activities, and professional service, both human and instructional resources must be adequately provided, monitored, and renewed. Consequently, the accounting programs will:

- ◆ hire and retain an adequate number of qualified faculty and provide renewal opportunities through support of continuing development activities;
- ◆ evaluate faculty based upon their contribution toward program objectives, i.e., quality of instruction, advising, scholarly activities, and professional service; and
- ◆ maintain adequate facilities, computer technology, library resources, information databases, alumni networks, and other support services.

Admission to Accounting Program

Students wishing to major in accounting must meet the following admission requirements before enrolling in upperdivision business and/or accounting courses:

1. Completion of 45 hours including the following courses with a grade of C or better:
 - ENG 190 Writing as Critical Thinking
 - COMM 170 Fundamentals of Speech
 - STAT 190 Basic Statistics
 - MATH 192 Essentials of Calculus **OR**
 - MATH 198 Analytic Geometry and Calculus I
 - ECON 200 Principles of Macroeconomics **OR**
 - ECON 201 Principles of Microeconomics
 - ACCT 211 Accounting for Business Operations
 - ACCT 212 Accounting for Financing and Investing Activities
 - BSAD 107 Computer Applications
 - BSAD 234 Legal Environment of Business
2. An overall cumulative GPA of 2.75.

Graduation Requirements

1. An overall cumulative 2.25 GPA
2. A 2.25 GPA in major requirements
3. 40 hours of 300-400 level courses
4. Students must complete 26 semester hours of the required business courses (including 15 hours of ACCT courses) at Truman, and have a 2.25 GPA in major requirements taken at Truman.
5. Complete two semesters in one foreign language.

ACCOUNTING

BACHELOR OF SCIENCE

	Semester Hours	
Liberal Studies Program Requirements.	41-62	
Missouri Statute Requirement	1-3	
Required Support	3-16	
COMM 170 Fundamentals of Speech**	3	
MATH 192 Essentials of Calculus** OR		
MATH 198 Analytic Geometry and Calculus I**	4-5	
ECON 200 Principles of Macroeconomics	3	
ECON 201 Principles of Microeconomics**	3	
**May be used to fulfill Liberal Studies Program Requirements		

Bachelor of Science Requirements. 6

Select one ECON course and one additional course from the list below

MATH 263 Analytic Geometry and Calculus II

Any Computer Science (CS) course numbered 180 or higher

Any Economics (ECON) course numbered 300 or higher

Any Statistics (STAT) course numbered 300 or higher

MAJOR REQUIREMENTS 51

BSAD 107 Computer Applications	1
ACCT 211 Accounting for Business Operations	3
ACCT 212 Accounting for Financing and Investing Activities	3
BSAD 234 Legal Environment of Business	3
ACCT 302 Financial Reporting I	3
ACCT 303 Financial Reporting II	3
ACCT 319 Cost/Management Accounting	4
ACCT 367 Accounting Information Systems	3
ACCT 407 Federal Taxation	4
ACCT 416 Internal Auditing	3
BSAD 325 Principles of Marketing	3
BSAD 329 Principles of Finance	3
BSAD 349 Organizational Behavior	3
BSAD 352 Production/Operations Management	3
BSAD 357 Information Systems Concepts	3

Choose one course from the following:

ACCT 505 Accounting for Non-Business Entities	
ACCT 509 Financial Accounting III	
BSAD 387 Business Database Management Systems	
BSAD 406 Corporation Finance	
BSAD 423 Analysis and Design of Business Systems	
BSAD 543 Commercial Law	
STAT 374 Statistical Quality Control	3

Capstone Experience

BSAD 460 Business Policy 3

Electives to Total 124

**BUSINESS
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BUSINESS ADMINISTRATION MAJOR

Admission to Business Administration Program

Students wishing to major in business administration must meet the following admission requirements before enrolling in upperdivision business courses:

1. Completion of 45 hours including the following courses with a grade of C or better:
 - ENG 190 Writing as Critical Thinking
 - COMM 170 Fundamentals of Speech
 - STAT 190 Basic Statistics
 - MATH 192 Essentials of Calculus **OR**
 - MATH 198 Analytic Geometry and Calculus I
 - ECON 200 Principles of Macroeconomics **OR**
 - ECON 201 Principles of Microeconomics
 - ACCT 211 Accounting for Business Operations
 - ACCT 212 Accounting for Financing and Investing Activities
 - BSAD 107 Computer Applications
 - BSAD 234 Legal Environment of Business
2. An overall cumulative GPA of 2.50
3. Preference will be given to those students having a combined ACT/H.S. Rank Percentile score of 150. Those not meeting these requirements will be considered on an individual basis.

Graduation Requirements

1. A 2.25 GPA in major and concentration requirements
2. An overall cumulative 2.25 GPA.
3. 40 hours of 300-400 level courses
4. Students must complete 24 semester hours of the required business courses at Truman, have a 2.25 GPA in major requirements taken at Truman, and have a 2.0 GPA in all courses taken at Truman.
5. Complete two semesters in one foreign language (BA and BS).

BUSINESS ADMINISTRATION

**BACHELOR OF ARTS
BACHELOR OF SCIENCE**

Please note that courses are not allowed to double count within any of the Bachelor of Arts, Bachelor of Science, Required Support, Major Requirements, or Areas of Concentration.

	Semester	Hours
Liberal Studies Program Requirements	41-62	
Missouri Statute Requirement	1-3	
Required Support	9-22	

Please note that courses are not allowed to double count within any of the Bachelor of Arts, Bachelor of Science, Required Support, Major Requirements, or Areas of Concentration.

- COMM 170 Fundamentals of Speech**
- MATH 192 Essentials of Calculus****OR**
- MATH 198 Analytic Geometry and Calculus I**
- ECON 200 Principles of Macroeconomics
- ECON 201 Principles of Microeconomics

Two additional courses from the list under BS Requirements

Choose either BA or BS

Bachelor of Arts Requirements0-6

Intermediate proficiency in ONE foreign language

Bachelor of Science Requirements6-8

Courses used to satisfy bachelor of science requirements may not also be used to satisfy required support or area of concentration requirements.

ECON 300	Intermediate Microeconomics	AND one additional course from the list below	
MATH 263	Analytic Geometry and Calculus II		
MATH 264	Analytic Geometry and Calculus III		
BSAD 314	Cobol I		
BSAD 315	Cobol II		
BSAD 387	Business Database Management Systems		
BSAD 423	Analysis and Design of Business Systems		
BSAD 542	Decision Support Systems		
STAT 374	Statistical Quality Control		
STAT 375	ANOVA/Experimental Design		
STAT 376	Nonparametric Statistics/Sampling		
STAT 378	Linear Regression/Time Series		
Any Economics (ECON) course numbered 301 or higher			
Any computer science (CS) course numbered 180 or higher			

MAJOR REQUIREMENTS31

BSAD 107	Computer Applications		1
ACCT 211	Accounting for Business Operations		3
ACCT 212	Accounting for Financing and Investing Activities		3
BSAD 234	Legal Environment of Business		3
ECON 303	Intermediate Macroeconomics		3
BSAD 325	Principles of Marketing		3
BSAD 329	Principles of Finance		3
BSAD 349	Organizational Behavior		3
BSAD 352	Production/Operations Management		3
BSAD 357	Information Systems Concepts		3
Capstone Experience			
BSAD 460	Business Policy		3
Select and complete requirements from one area of concentration			12
Electives to Total			124

AREAS OF CONCENTRATION

Please note that courses are not allowed to double count within any of the Bachelor of Arts, Bachelor of Science, Required Support, Major Requirements, or Areas of Concentration.

Students completing requirements for a Bachelor of Arts or a Bachelor of Science degree in Business Administration must select and complete one concentration as follows:

	Semester	Hours
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Concentration: Finance			
Complete:			
BSAD 406	Corporation Finance		3
BSAD 420	Investments		3
BSAD 441	Seminar in Finance		3
And ONE of the following courses:			
ECON 372	Money and Banking		3
ECON 412	International Monetary Theory and Policy		3
Any 300- or 400-level Accounting Course			3

Concentration: Management

Required:
BSAD 443 Management Information Systems3
WITH Behavioral Path OR Information Systems Path

Behavioral Path:

BSAD 439 Human Resource Management
AND two of the following:
BSAD 415 Entrepreneurship3
BSAD 433 Government Regulation of Business3
BSAD 447 Labor-Management Relations3
BSAD 451 International Business3

OR

Information Systems Path:

Three of the following:
BSAD 314 COBOL Programming I3
BSAD 387 Business Database Management Systems .3
BSAD 423 Analysis and Design of Business Systems .3
BSAD 444 Electronic Commerce3
BSAD 542 Decision Support Systems3

Concentration: Marketing

Complete:
BSAD 360 Marketing Research3
BSAD 365 Consumer Behavior3
BSAD 445 Marketing Management3

And one of the following courses:

BSAD 387 Business Database Management Systems .3
BSAD 414 Integrated Marketing Communications (fall only)3
BSAD 421 Retailing and Sales (spring only)3
BSAD 451 International Business3

and stockholder's equity. Cash flows and other special reporting issues are covered. Prerequisite: ACCT 302.

ACCT 319 – Cost/Management Accounting

4 hours

A study of accounting systems which provide information necessary to determine costs of goods and services, plan operations, control activities, and make decisions. Major topics include cost behavior, budgeting, product costing methods, cost allocations, decision making and performance evaluation. Prerequisite: ACCT 212.

ACCT 350 – Professional Seminar in Accounting

1 hour

Information regarding the accounting profession and non-academic professional development. Topics include leadership skills, career goals, interviewing, networking, professional attire, career opportunities, and the importance of effective writing and oral communication. Prerequisites: Junior status, ACCT 211, and ACCT 212.

ACCT 367 – Accounting Information Systems

3 hours

An examination of accounting transaction processing and management systems including internal control, documentation, development, and auditing. Hands-on project developing and implementing a computerized accounting system using general ledger software. Prerequisites: ACCT 302 and BSAD 357.

ACCT 400 – Internship

3-15 hours

On-the-job experience with public accounting firms, private business and industry, or governmental agencies. By arrangement. Students must have a 3.0 overall grade point average and have junior status at the time of the internship experience. Prerequisites: Permission of academic advisor, instructor, and head of division.

ACCT 407 – Federal Taxation

4 hours

Principles of federal tax accounting as it applies to individuals and corporations. Prerequisite: Senior status.

ACCT 416 – Internal Auditing

3 hours

An introduction to the role of internal auditing within an organization and society. Internal auditing assignments, the techniques for accomplishing these tasks, and the importance of well-written, comprehensive audit reports will be emphasized. Prerequisites: ACCT 303 and ACCT 367.

ACCT 423 – CMA Problems

3 hours

Review of body of knowledge known as management accounting. Designed to help prepare a student to sit for the Certified Management Accountant (CMA) Examination. May not be taken credit/no credit. Prerequisites: ACCT 302, 303, 319, 416, and senior status. (After 1998, this course will not meet degree requirements.)

ACCT 459 – Research

2 hours

Independent research in auditing, financial accounting, governmental accounting, income taxation, or managerial accounting. Prerequisites: junior or senior status; 3.0

COURSE
DESCRIPTIONS

ACCOUNTING

ACCT 211 – Accounting for Business Operations

3 hours

An introduction to the concepts and principles underlying accounting information and its uses in operating a business. The course will focus on business events and decision making. Prerequisite: BSAD 107 with a grade of C or better.

ACCT 212 – Accounting for Financing and Investing Activities

3 hours

An introduction to the financing and investing activities in business. Methods for evaluating management decisions will also be studied. Prerequisites: BSAD 107 and ACCT 211.

ACCT 302 – Financial Reporting I

3 hours

After an initial review of basic accounting procedures, the course emphasizes current theory and financial reporting related to items in the balance sheet. Topics covered include cash, receivables, inventory, operational assets, and current liabilities. Prerequisite: ACCT 212.

ACCT 303 – Financial Reporting II

3 hours

The course emphasizes theory and financial reporting related to equities. Topics include debt, pensions, leases,

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cumulative grade point average; approval of instructor and division head.

ACCT 505 – Accounting for Nonbusiness Entities **3 hours**

Current theory and financial reporting for state and local governments, governmental related not-for-profit entities and nongovernmental not-for-profit entities. Not-for-profit entities include health care providers, colleges and universities, voluntary health and welfare organizations and other not-for-profit entities. May not be taken credit/no credit. Prerequisite: ACCT 302.

ACCT 509 – Financial Reporting III **3 hours**

The course emphasizes the current theory and financial reporting related to corporate acquisitions, mergers, consolidations, partnership reporting, and reporting international operations. Prerequisites: ACCT 303 and senior status.

ACCT 519 – CPA Problems **3 hours**

Review of accounting theory, taxation law, and related subjects, including the analysis of problems and techniques for their solution. May not be taken credit/no credit. This course will not meet degree requirements. Prerequisites: Accounting major and senior or graduate status.

ACCT 555 – Independent Studies **1-3 hours**

Supervised readings, research, or activities involving areas of special interest in business to the individual student. May be repeated for credit up to six semester hours. Prerequisites: Permission of academic advisor, instructor, and head of division.

BUSINESS ADMINISTRATION

BSAD 107 – Computer Applications **1 hour**

Business computer applications utilizing IBM or IBM-compatible hardware and microcomputer software including *Windows*, word processing, spreadsheet, graphics, database, *Internet*, and the integration of some or all of these processes.

BSAD 131 – Survey of Business **3 hours**

An introduction to the U.S. economic system, business ownership and management, marketing, personnel management, physical factors, and business financing. This course is not open to junior/senior accounting or business administration majors.

BSAD 234 – Legal Environment of Business **3 hours**

General overview of the American legal system. Government regulation of business: antitrust, employment, labor, and environmental law. Contracts, real and personal property, international law.

BSAD 314 – COBOL Programming I **3 hours**

Programming problems and methods involving COBOL.

BSAD 315 – COBOL Programming II

3 hours

High-level computer problem solving using COBOL language. Prerequisite: BSAD 314.

BSAD 325 – Principles of Marketing

3 hours

This course provides an introduction to the concepts, activities, and decisions involved in the marketing function. Students apply marketing mix variables in domestic and international settings.

BSAD 329 – Principles of Finance

3 hours

Basic principles of financial management including the concepts of financial analysis, valuation, capital budgeting, and capital structure. Prerequisites: STAT 190 and ACCT 212 or consent of instructor.

BSAD 345 – Principles of Insurance

3 hours

Probability, risk, and insurance for personal or business use. Includes risk management, types of insurers, analysis of insurance contracts, insurance law, major types of property and liability contracts, life and health insurance, and insurance regulation and operation.

BSAD 349 – Organizational Behavior

3 hours

Analysis of the behavioral aspects of an organization and the study of human behavior at individual, group, and organizational levels to develop behavioral competency and improve relationships of people, structure and technology in business organizations. Focuses on topics such as personality, motivation, interaction process, quality circles, leadership, and corporate culture.

BSAD 350 – Professional Seminar in Business

1 hour

Information regarding transition from student to professional. Topics such as senior tests, interviewing, career development, graduate schools, placement, and adjusting to the work environment are discussed. Prerequisite: Junior status.

BSAD 352 – Production/Operations Management

3 hours

Examination of various theories and quantitative models utilized by managers in the production/operations management area. Prerequisites: STAT 190, MATH 192 or MATH 198, and BSAD 349.

BSAD 357 – Information Systems Concepts

3 hours

Computer hardware and software concepts, the place of information processing within organizations, database concepts, telecommunications, file organization, systems development, and system security. Prerequisite: BSAD 107.

BSAD 360 – Marketing Research

3 hours

This course develops skills in the collection and use of qualitative and quantitative information to pose and answer marketing questions. Students learn how to specify research goals, establish research design, collect and analyze data, and then report findings in appropriate ways to marketing managers. They also learn how to carry out and interpret the results of various statistical procedures using

industry standard statistical software. Prerequisites: STAT 190 and BSAD 325.

BSAD 365 – Consumer Behavior

3 hours

Potential contributions of behavioral science concepts and principles to effective and efficient marketing activities, from the perspective of the consumer, marketer, and public policy maker. Prerequisites: BSAD 325

BSAD 387 – Business Database Management Systems

3 hours

Introduction to database management systems in business. Database design concepts, query languages for database applications (such as SQL and QBE), major types of database systems, and data management. Prerequisites: BSAD 107 and BSAD 357.

BSAD 400 – Internship

3-15 hours

On-the-job experience with public accounting firms, private business and industry, or governmental agencies. By arrangement. Students must have a 3.0 overall grade point average and have junior status at the time of the internship experience. Prerequisites: Permission of academic advisor, instructor, and head of division.

BSAD 406 – Corporation Finance

3 hours

The role of the financial manager in the corporation is the focus of this course. The course utilizes case studies to develop financial management decision making skills. Topics covered include risk and return, financial analysis and valuation, working capital management, capital budgeting, capital structure and corporate risk management. Prerequisite: BSAD 329.

BSAD 414 – Integrated Marketing Communication

3 hours (fall only)

Advertising, promotions, direct marketing, public relations, and personal selling as components of an organization's marketing and overall strategies, from the perspectives of the marketer, agency, consumer, and public. Emphasis on research-based objectives, creative and media strategies and executions, and evaluation. Prerequisite: BSAD 325.

BSAD 415 – Entrepreneurship

3 hours

The economic and social roles of entrepreneurship and small business will be studied utilizing a framework which is built around financing, marketing, and managing the business. Problems encountered by those who own or manage a small business will be explored. Prerequisites: BSAD 325, BSAD 329, and BSAD 349.

BSAD 420 – Investments

3 hours

The course explores various topics in investments. Coverage includes the fundamentals of risk and return, security markets, methods of evaluating securities, portfolio management, options, futures, and other derivative assets. The course emphasizes the practical application of investment topics. Prerequisites: BSAD 329 and BSAD 406 or consent of instructor.

BSAD 421 – Retailing and Sales

3 hours (spring only)

A broad range of retailing topics are covered in this course: pricing, promotion, finance, assortment planning, electronic retailing, channel relations, customer service, human resource management, selling and sales management. Prerequisites: BSAD 325.

BSAD 423 – Analysis and Design of Business Systems

3 hours

Students will analyze and design information systems of business. Students will practice project management during team-oriented analysis and design of a business system. Prerequisites: BSAD 107 and BSAD 357. Students may NOT use both BSAD 423 and CS 360 to satisfy business/accounting degree requirements. If both courses are completed, three hours will be counted as elective credit.

BSAD 433 – Government Regulation of Business

3 hours

Government regulation of business: the constitutional restraints on regulation, antitrust, securities law, labor law. Current topics in the regulation of business. Prerequisite: BSAD 234.

BSAD 439 – Human Resource Management

3 hours

To develop an understanding of and an appreciation for the issues, methods, and techniques of concern in the field of human resource management. Includes equal employment opportunity law, diversity management, human resource planning and forecasting, selection, performance appraisal, compensation, training, and international human resource management issues and techniques. Prerequisite: BSAD 349.

BSAD 441 – Seminar in Finance

3 hours

Designed to involve students in focused research on topics of current interest. Review of classical and current financial literature as it relates to such areas as financial objectives, valuation and long-term financial decision making. The course emphasizes coverage of the global aspects of business finance. Prerequisite: BSAD 406.

BSAD 443 – Management Information Systems

3 hours

Overview of current information systems literature. Coverage stresses the fit between information systems and the organizations. Topics include business process reengineering, electronic commerce, IT architecture, strategic and global information systems, IT impact on organizations, information systems planning, operations, and control. Prerequisite: BSAD 357.

BSAD 444 – Electronic Commerce

3 hours

This course introduces e-commerce and its implications for organizations, customers and society. The course addresses the opportunities and threats e-commerce presents in different industries, and focuses on developing and implementing e-commerce strategy, marketing, customer service techniques, and web design, management and maintenance.

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**BUSINESS
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BSAD 445 – Marketing Management

3 hours

As the capstone marketing experience, this course emphasizes the application and integration of strategic marketing principles and models with material learned throughout the marketing curriculum. Students analyze competitive marketing situations and develop marketing solutions for businesses in domestic and international settings.

Prerequisites: Senior status and two marketing concentration courses.

BSAD 447 – Labor-Management Relations

3 hours

Examine such union-management issues as the historical development of and current state of the labor union movement, the legal environment including the Taft-Hartley Act, bargaining, conflict resolution processes, including grievance procedures and arbitration, quality of work life, productivity, safety, and international labor relations processes. Prerequisite: BSAD 349.

BSAD 448 – Small Business Practicum

3 hours

Experience in diagnosing, analyzing, and recommending solutions to management problems encountered by small businesses. The course may be repeated one time for a total of six hours credit. Prerequisites: senior status in the Division of Business and Accountancy and approval of the SBDC faculty coordinator.

BSAD 451 – International Business

3 hours

Examination of the global environment of business and roles of multinational corporations in the globalization process. Special emphasis is placed on comparative management, international investment, finance, marketing and human resource management. Prerequisites: ECON 200, BSAD 325, BSAD 329, BSAD 349.

BSAD 459 – Research

2 hours

Independent research in management, marketing, or finance. Prerequisites: junior or senior status; 3.0 cumulative grade point average; approval of instructor and division head.

BSAD 460 – Business Policy

3 hours

Capstone course designed to integrate knowledge of marketing, management, finance, and accounting to develop alternate strategies for various profit and nonprofit, large and small, domestic and multinational firms using primarily the case method of instruction. Prerequisites: BSAD 325, BSAD 329, BSAD 349, BSAD 352, ACCT 212, and senior standing.

BSAD 534 – Commercial Law

3 hours

An advanced course in business law. Law of agency, corporations and partnerships. Negotiable instruments, secured transactions, bankruptcy, and sales. May not be taken Credit/No Credit.

BSAD 542 – Decision Support Systems

3 hours

The application of decision support systems in business organizations. User interfaces, model construction, decision and executive support system design and develop-

ment, artificial intelligence in decision support and group decision support systems will be studied. Students will analyze, design and implement a decision support system using current development tools. Prerequisites: BSAD 443 or ACCT 367.

BSAD 555 – Independent Studies

1-3 hours

Supervised readings, research, or activities involving areas of special interest in business to the individual student.

May be repeated for up to six semester hours credit.

Prerequisite: permission of instructor and head of division.

**FACULTY/STAFF
CREDENTIALS**

Note: Date in parentheses indicates year of employment at Truman. * Indicates graduate faculty.

Nabil Alghalith

Associate Professor of Business Administration
BS, Northeast Missouri State University; MBA, St. Louis University; PhD, University of Missouri-Rolla. (1988)

Stephen L. Allen

Associate Professor of Business Administration
BS, MS, PhD, University of Missouri-Rolla (1989)

James A. Bailey, CPA

Division Head
BS, Brigham Young University; BS, University of Utah; MBA, University of Utah; PhD, University of Nebraska. (2000)

Michael W. Blum

Associate Professor of Business Administration*
BA, Concordia College; MS, Iowa State University; PhD, University of Missouri-Columbia. (1984)

Debra Cartwright

Associate Professor of Business Administration
BA, New Mexico State University; MBA, York University; PhD, University of Missouri-Columbia. (1988)

Michael Engber

Lecturer in Business Administration
BS, Indiana University; MA, Ball State University; JD, Indiana University. (1999)

Barbara Espe

Business Academic Advisor
BS, Northeast Missouri State University. (1989)

Paul G. Fellows

Associate Professor of Business Administration
BS, University of Michigan; MAS, PhD, University of Illinois. (1991)

Sandra Fleak, CPA

Professor of Accounting*
AB, AM, University of Missouri-Columbia; MBA, Central Missouri State University; PhD, University of Missouri-Columbia. (1984)

**BUSINESS
AND
ACCOUNTANCY**

Scott R. Fouch, CPA
Associate Professor of Accounting*
BS, Northeast Missouri State University; MA, University of Illinois; PhD, Oklahoma State University. (1985)

Terrance Gabel
Assistant Professor of Business Administration
BBA, University of Iowa; MS, Texas A & M University; PhD, University of Memphis. (2000)

Glenn E. Giboney, CMA, CFM
Instructor in Business Administration; Director, Small Business Development Center
BS, MBA, Southwest Missouri State University. (1986)

Neil D. Gilchrist
Associate Professor of Business Administration*
BS, Brigham Young University; MBA, Idaho State University; PhD, University of Nebraska. (1984)

Mary Giovannini, CPS
Professor of Business Administration*; Convenor, Business Administration Unit
BSE, University of Missouri-Columbia; MS, University of Wisconsin-Madison; PhD, University of Missouri-Columbia; Postgraduate study, University of Minnesota, Indiana University. (1975)

Pyung Eui Han
Professor of Business Administration*
BA, Sung Kyun Kwan University; ME, University of Hawaii, EdD, University of Southern California; Postgraduate study, University of California-Berkeley. (1980)

Keith E. Harrison, CPA
Assistant Professor of Accounting*;
Convenor, Accounting Unit.
BA, Dickinson College; MBA, University of Rochester; PhD, University of Kansas. (1987)

Bryce J. Jones II
Professor of Business Administration*
BA, University of Kansas; JD, PhD, University of Wisconsin. (1977)

Debra K. Kerby, CPA, CMA
Professor of Accounting*
BSE, MA, Northeast Missouri State University; MS, Northern Illinois University; PhD, University of Nebraska. (1982)

Steven H. Klein, CPA
Associate Professor of Accounting
BS, BA, MS, Washington University. (1991)

Jia-yuan (Jason) Lin
Professor of Business Administration*
BS, National Taiwan University; MS, PhD, Wayne State University. (1986)

Kyung C. (Andrew) Mun
Associate Professor of Business Administration
BA, Seoul National University; MBA, Hankuk University of Foreign Study; MA, University of Houston; MS, PhD, Virginia Polytechnic Institute. (1991)

Wynona Murphy
Business Academic Advisor
BS, Truman State University. (1986)

John Perrachione
Associate Professor of Business Administration*
BA, Northwestern University; MA, PhD, University of South Florida; Postgraduate study, University of Illinois. (1989)

Catherine L. Poyner, CPA
Instructor in Business Administration
BS, David Lipscomb College; MS, Louisiana State University. (1990)

Adrien R. Presley
Assistant Professor of Business Administration
BSA, MS, University of Arkansas; MS, PhD, University of Texas-Arlington. (1997)

Renee Riley
Business Academic Advisor
BS, Nebraska Wesleyan University. (2000)

Jeffrey Romine, CPA
Professor of Accounting*; Coordinator, Master of Accountancy Program.
BS, Northeast Missouri State University; MA, University of Missouri-Columbia; PhD, Memphis State University. (1976)

Marilyn Romine
Instructor in Business Administration
BA, University of Iowa; MA, Northeast Missouri State University. (1992)

Steven R. Smith
Associate Professor of Business Administration and Economics
BA, Eastern Illinois University; JD, University of Texas-Austin; Graduate study, Southern Illinois University, Auburn University. (1986)

James R. Turner, CPA
Associate Professor of Accounting*
BA, MS, JD, University of Missouri-Columbia. (1982)

Laurie Muns Turner, CPA
Assistant Professor of Accounting
BA, Central Methodist College; MS, University of Missouri-Columbia. (1983)

Sandra L. Weber, CPA, CMA
Professor of Accounting*
BS, Northeast Missouri State University; MA, PhD, University of Missouri-Columbia. (1976)