

College of Business Administration

Administration

Thomas G. Gutteridge, Dean
(419)530-2285

Anand S. Kunnathur, Senior Associate Dean for Graduate Programs, Research and Grant Development
(419) 530-5644

Terribeth Gordon-Moore, Associate Dean and Director of Undergraduate Programs
(419)530-4376

Barb Robertson Snavely, Director of Student Services
(419) 530-2087

David Chatfield, Director, M.B.A./E.M.B.A. Programs
(419) 530-5231

Academic Departments

Accounting (419) 530-2277
Chair: Dr. Diana Franz (419) 530-4264

Applied Organizational Technology (419) 530-3246
Chair: Mary Humphrys (419) 530-3077

Finance (419) 530-2436
Chair: Dr. Mark Vonderembse (419) 530-4319

Information Operations Technology Management (419) 530-2420
Chair: Dr. T.S. Ragu-Nathan (419) 530-2427

Marketing and International Business (419) 530-2098
Chair: Dr. Anthony Koh (419) 530-2264

Management (419)-530-2366
Chair: Dr. Sonny Ariss (419) 530-4060

Academic Support Services

Student Services Center
Stranahan Hall Room 1016
Phone: 419.530.2087
Fax: 419.530.5353

Barb Robertson Snavely, Director of Student Services
barb.snavely@utoledo.edu

Robert Detwiler, Academic Services and Recruitment

robert.detwiler@utoledo.edu

Kari Dilworth, Academic Services and Recruitment

kari.dilworth@utoledo.edu

Deborah A. Jones, Transfer Student Specialist

deborah.jones2@utoledo.edu

Jennifer McDowell Tharpe, Academic Services and Honors Specialist

jennifer.mcdowell@utoledo.edu

Darlene Stevens, Enrollment Management Specialist

darlene.stevens@utoledo.edu

Business Career Programs

Stranahan Hall Room 4120

Phone: 419.530.5400

Fax: 419.530.7744

Terribeth Gordon-Moore, associate dean and director of undergraduate programs

terribeth.gordon@utoledo.edu

Mission Statement (adopted 10/02/07)

"Developing Lifelong Leaders for the World of Business.."

- Preparing a diverse body of students for life-long careers as leaders and contributing professionals
- Delivering influential research and publications
- Enhancing the world of business practice and serving as a resource for regional economic development

Accreditation

The University of Toledo College of Business Administration has two undergraduate programs fully accredited at the undergraduate level by The Association to Advance Collegiate Schools of Business (AACSB International). These include the bachelor of business administration (BBA) and the bachelor of science in information technology (BSIT). In addition, the graduate programs are accredited by the AACSB.

Degrees Offered

Bachelor of Business Administration

The [Bachelor of Business Administration \(BBA\) undergraduate curriculum](#) includes a broad liberal arts background, a general core of business courses, and a specific area of specialization.

- Accounting
- E-Commerce
- Entrepreneurship, Family, & Small Business
- Finance
- Financial Services
- Human Resource Management
- Information Systems
- International Business
- Marketing
- Operations / Supply Chain Management
- Organizational Leadership and Management
- Professional Sales

Bachelor of Science in Information Technology (BSIT)

The Bachelor of Science in Information Technology (BSIT) program is offered jointly by the College of Engineering and the College of Business Administration. The BSIT program features a hands-on education leading to careers in the management of the technology infrastructure of organizations of all types and sizes. The program specifically focuses on the technology side of information technology and emphasizes interfacing technologies and the management of technologies. The curriculum covers the operational support and administration of diverse computing systems and the integration of existing technologies, components and products. The program will provide students with a breadth of skills in the core information technologies including programming, computer hardware and networking, databases and Web technologies in order to prepare students for positions as information technologists providing operational and infrastructure support for computer and information systems in business, manufacturing, and institutional organizations.

Bachelor of Applied Organizational Technology (BAOT)

All transfer students must have a minimum GPA of 2.25 and have completed a technical associate degree to be accepted into the College of Business Administration for the bachelor of applied organizational technology. Transfer students' admission will be determined by the higher education (HEd) grade point average. The HEd GPA is based on all letter grades attained at all institutions of higher learning and uses the point average scale of "A" equaling four points.

Associate Degree Programs

The Department of Applied Organizational Technology (DAOT) offers degrees and certificates in:

- Accounting Technology
- Business Management Technology
- Computer Network Administration
- Computer Software Specialist
- Graphic Design/Digital Imaging and Web Design
- Information Services and Support
- Marketing and Sales Technology
- Pre-Business
- Programming and Software Development
- Technical Studies

Admission Policies

General Requirements

Bachelor of Business Administration (BBA)

To be admitted to the bachelor of business administration program (BBA) at The University of Toledo, students need a minimum 2.80 cumulative high school grade point average (GPA) **or** a minimum 25 ACT composite or 1150 SAT composite. Students who do not qualify for admission to the College of Business Administration BBA may be admitted to the associate of arts pre-business degree program which is designed to complete the first two years of the bachelor of business administration degree.

Bachelor of Science in Information Technology (BSIT)

To be admitted to the minimum GPA of program at The University of Toledo, students need a minimum 2.4 cumulative high school grade point average (GPA) and a minimum 21 ACT composite or 980 SAT.

Bachelor of Applied Organizational Technology (BAOT)

All transfer students must have a minimum GPA of 2.25 and have completed a technical associate degree to be accepted into the College of Business Administration for the bachelor of applied organizational technology. Transfer students' admission will be determined by the higher education (HEd) grade point average. The HEd GPA is based on all letter grades attained at all institutions of higher learning and uses the point average scale of "A" equaling four points.

Associate Degree Programs

To be admitted to an associate degree program in the College of Business Administration at The University of Toledo, students need a minimum 2.00 cumulative high school grade point average (GPA). Students who do not qualify for admission to the College of Business Administration will be admitted to the University of Toledo Learning Collaborative and may transfer to the College of Business Administration when the minimum requirements are met.

Admission to Divisions

The qualifications for admission to the undergraduate degree program and to the upper division, the prerequisites for courses, and all other requirements apply equally to full-time, part-time and transfer students. For purposes of admissions, the College of Business Administration has the following divisions:

- 1. The Lower Division** – Students enter this division upon admission to the University and to the college to complete the pre-professional business and University Core Classes.
- 2. The Upper Division** – Undergraduate students apply for admittance to the upper division when their earned hours plus their registered hours total 60. In addition to the 60 hours, a student must earn a minimum GPA of 2.25 in the following courses: BUAD 1010, 1020, 2040, 2050, 2060, 2070 and 2080; as well as an overall minimum GPA of 2.25. A student not meeting the overall standards but with a cumulative GPA of 2.0 will be reviewed by the college admission committee for admission to the upper division on an individual basis. Accounting majors have additional requirements which must be met – see below.

Requirements to be admitted to the accounting area of specialization and to register for ACCT 3100 are as follows: a minimum GPA of 2.50 in the introductory-level college accounting courses, including a grade of C (2.0) or better in BUAD 2040 and 2050 or equivalent courses, and an overall higher education minimum GPA of 2.50 in all prior college level courses.

(Students in the Department of Applied Organizational Technology degree programs should refer to the specific department section found below for more information)

- 3. The Associate Division** - Students enter this division upon admission to the University and college and will complete the required classes towards an associate degree in the chosen specialization. Students may also complete the pre-professional business and University Core Classes towards a bachelor degree if minimum requirements are not met initially to enter the bachelor degree program the first semester.
- 4. The Graduate Studies Division** – This division consists of all students who have been admitted for graduate study in the college. The procedure for admission and the entrance requirements are outlined in the Graduate School portion of this catalog.

Transfer including Change of College Policy

Admission Requirement

All transfer students must have a minimum GPA of 2.40 to be accepted into the College of Business Administration to pursue a Bachelor of Business Administration (BBA) or a Bachelor of Science in Information Technology (BSIT) and a minimum GPA of 2.25 to pursue a Bachelor of Applied Organizational Technology (BAOT). Transfer students' admission will be determined by the higher education (HE) grade point average. The HE GPA is based on all letter grades attained at all institutions of higher learning and uses the point average scale of an equaling four points. The admission of students wishing to change from another college within The University of Toledo to the College of Business Administration to pursue a Bachelor in Business Administration must have a minimum 2.40 GPA based on their current UT cumulative GPA.

Degree Requirements

Transfer courses will be evaluated by the College of Business Administration after the student has submitted official transcripts from all colleges/universities attended and has been accepted by the college. The student must complete the evaluation process before the end of the first term of attendance at UT.

For purposes of determining the UT GPA, grades from another institution do not transfer. The GPA will be based on the course work taken while enrolled in The University of Toledo. For students transferring into the College of Business Administration from another college within The University of Toledo, all undergraduate hours attempted and earned, as well as the GPA, will transfer. To qualify for the bachelor of business administration degree, students must fulfill all College of Business Administration course and grade requirements. No required course in the College of Business Administration may be repeated at any other institution for the purpose of transferring credit to The University of Toledo toward any business administration program or degree.

Transfer students should note The University of Toledo will include all course work taken at all institutions of higher education in the calculation to determine if a student will graduate with honors. All college course work taken is computed in determining eligibility for graduation with honors, although no student will be awarded a level of honors above that indicated by The University of Toledo cumulative GPA. The University of Toledo requires a minimum of 30 semester hours of standard letter-graded courses from UT in order to qualify for graduation with honors.

Evaluation of Courses

The College of Business Administration Student Services Center (SSC) will complete the evaluations based on course equivalencies determined by the appropriate academic unit. In many cases, courses from other universities/colleges have been pre-approved for equivalency and will transfer with confirmation. Equivalent courses from AACSB-accredited schools automatically transfer. When automatic transfer does not exist, it is possible for a student to obtain course equivalency by petitioning to take a proficiency exam. Students should provide a course syllabus and/or any additional documentation with the petition. Students should contact the [SSC](#) for additional information.

[U Select](#)

U Select is a statewide Web-based transfer information system supported by the Ohio Board of Regents. U Select shows course equivalencies between public and private two-year and four-year colleges and universities, along with college degree requirements.

College of Business Administration Honors Program

College Honors

The College's Honors Program is an opportunity for students of high ability and achievement to enrich their regular program of college work. Admission is based on grades, scores on achievement tests and an essay. The College of Business Administration's Honors Program is offered as part of the [University Honors Program](#). Students take honors courses in the College of Arts and Sciences, as well as in the College of Business Administration. Enrollment in honors courses is limited. Up to 30 freshman students are admitted each fall to a program leading to receipt of the College of Business Administration honors citation upon graduation.

Departmental Honors

Currently enrolled University of Toledo students and transfer students may apply during their last semester in the college's lower division for admission to the College of Business Administration departmental Honors Program if they have completed at least 45 semester hours of college work and have earned a minimum GPA of 3.3 (4.0 scale). Students are admitted to the departmental honors program on a space-available basis.

Program Requirements

College of Business Administration College Honors Program

To be eligible for the College of Business Administration Honors Program citation, a student must:

1. Fulfill all requirements for an approved degree program within the college with a minimum overall GPA of 3.3.
2. Complete a minimum of 33 hours of honors courses, which must include the following:

Lower Division Courses:

BUAD 1000 Orientation for Business Students
BUAD 1010 Introduction to Business
BUAD 2040 Financial Accounting Information
HON 1010 Readings Conference I
HON 1020 Readings Conference II
HON 2020 Multicultural Literatures: The North American Experience

Or

HON 2030 Multicultural Literatures: The Non-European World

Upper Division Courses:

BUAD 3010 Principles of Marketing
BUAD 3020 Principles of Manufacturing and Service Systems
BUAD 3030 Managerial and Behavioral Processes in Organizations
BUAD 3040 Principles of Financial Management
BUAD 4020 Senior Business Policy Forum - Honors Thesis

A minimum of six hours earned by successful completion of two upper-division interdisciplinary seminars offered through the University Honors Program.

3. Complete an additional three-hour honors course in the student's major(s).

College of Business Administration Departmental Honors Program

To be eligible for the College of Business Administration departmental Honors Program citation, a student must:

1. Fulfill all requirements for an approved degree program within the college with a minimum overall GPA of 3.3.
2. Complete a minimum of 15 hours of honors courses that must include the following:

Upper Division Courses:

BUAD 3010 Principles of Marketing
BUAD 3020 Principles of Manufacturing and Service Systems
BUAD 3030 Managerial and Behavioral Processes in Organizations
BUAD 3040 Principles of Financial Management
BUAD 4020 Senior Business Policy Forum-Honors Thesis

3. Complete an additional three-hour honors course in the student's major(s).

Retention Standards

To remain in good standing in the College of Business Administration Honors Program, a student must earn a minimum overall GPA of 3.0 by the end of the first year (typically at least 30

hours), 3.1 by the end of the second year (typically at least 60 hours), and 3.2 by the end of the third year (typically at least 90 hours), and make satisfactory progress toward fulfillment of the requirements for a degree “with honors” in the college.

Academic Policies

Academic Advising

Students receive advising concerning their academic program from the college professional advisers located in the Student Services Center in Stranahan Hall Room 1016. Appointments and walk-in hours are available throughout the year. Degree audits also are available in the Student Services Center and online through Student Self-Service through the myUT portal.

Student Responsibilities

Students are responsible for selecting the correct courses for their programs of study each semester and for fulfilling their degree requirements. Although advisers will assist wherever possible, *the final responsibility for fulfilling all degree requirements rests with the student.*

Declaring or Changing a Major and/or Minor

Forms for declaring or changing a college major and/or minor are available in the Student Services Center or online at www.business.utoledo.edu.

GPA Recalculation for Repeated Courses

Effective fall 2006, if a student repeats a UT course and receives a higher grade, a request to delete the original grade, as long as the original course grade was lower, can be made. Prior to fall 2006, if a student repeats a UT course and receives a grade of C (2.0) or higher, a request to delete the original grade, as long as the original course grade was a C- or lower, can be made. The request form is available in the Student Services Center. If the original grade was earned because of cheating or academic dishonesty, it will not be deleted. A maximum of 12 credit hours can be deleted.

Academic Probation

When a student’s cumulative GPA falls below 2.0, the student is automatically placed on probation.

Academic Suspension

Academic suspension means a student is dropped from The University of Toledo for a minimum period of one semester. A student is subject to academic suspension if he/she falls below the minimum requirements or fails to make sufficient progress toward attainment of the degree. No course work taken at any other educational institution during the student’s suspension shall be

accepted as transfer credit. However, students may remove incompletes while under suspension. *See the General Section of this catalog for additional details on University probation and suspension policies.*

Readmission

Suspended students cannot enroll at UT for at least one semester. A suspended student must submit an appeal in writing for readmission to the assistant dean for student services. Students suspended for a second time cannot enroll at UT for at least one year.

Code of Student Academic Conduct and Student Academic Grievance Procedure

Issues related to charges of student academic misconduct or disputes as to final course grades, and the procedures for resolving such issues are set forth by the specific language of the Code of Student Academic Conduct and the procedures for resolution of such issues in the Student Academic Grievance Procedure. Procedural guidelines may be located on the college's Web site at www.business.utoledo.edu.

Degree Audit Requirement (DARS)

The Degree Audit Reporting System is an automated record that contains all of a student's graduation requirements and tracks that student's progress toward meeting those requirements. Degree audits are available to students upon request from the Student Services Center and online through the myUT portal Student Self-Service. Students are encouraged to keep current degree audits for their personal use and to discuss their degree audits with their academic advisers.

Degree Requirements for the Bachelor of Business Administration (B.B.A.)

Grade and Hour Requirements

In order to earn a B.B.A. degree, students must complete a minimum of 126 hours of course work, with a minimum cumulative 2.0 GPA on a 4.0 scale. All University core, lower division and upper division requirements must be satisfied. Students must earn a minimum of a C (2.0) grade in each course in the area of specialization, in COMM 3880, and in each course in a business minor (if one is completed). The departmental chair has the prerogative of substituting an additional course in the area of specialization or minor, rather than requiring the student to repeat the course in which a grade below C was received. The student must earn a C or higher in the substituted course for it to satisfy the requirements of the specialization or minor.

Lower Division Curricular Requirements

Students earning bachelor degrees in all colleges and programs as well as those pursuing associate of arts and associate of science degrees are required to complete between 27 and 30 credit hours of courses that comprise the University Core Curriculum. The courses are distributed in the areas of English composition, humanities/fine arts, social sciences, natural sciences,

mathematics and multicultural studies.

Courses that each student is required to take in the College of Business Administration, regardless of area of specialization, are identified below.

BUAD1000	Orientation for Business Students
BUAD1010	Introduction to Business
BUAD1020	Microcomputer Applications
BUAD2000	Career Development I
BUAD2040	Financial Accounting Information
BUAD2050	Accounting for Business Decision Making
BUAD2060	Data Analysis for Business
BUAD2070	Application of Statistics in Business Decision Making
BUAD2080	Global Environment of Business

Upper Division Curricular Requirements

All students must make formal application for admission to the upper division one semester before the semester in which they earn 60 hours.

The core junior and senior years of the curriculum consist of the following upper division business requirements, an area of specialization, and a minor or business elective courses and COMM 3880.

BUAD 3000	Career Development II
BUAD 3010	Principles of Marketing
BUAD 3020	Principles of Manufacturing and Service Systems
BUAD 3030	Managerial and Behavioral Processes in Organizations
BUAD 3040	Principles of Financial Management
BUAD 3050	Information Technology Management
BUAD 3470	Legal and Ethical Environment of Business
BUAD 4020	Senior Business Policy Forum .
COMM 3880	Professional Business Communication

Requirements for areas of specialization and minors are identified by functional area in the following pages. Students in the College of Business Administration wishing to pursue a second area of specialization can count up to two relevant courses (6 hours) taken in their first specialization toward a second specialization. Relevance of the courses is at the discretion of the two departments. Such a program may require taking more than the minimum of 126 hours for

the B.B.A. degree.

Residence Requirement

To earn a degree from the College of Business Administration, a student must complete at least 50 percent of business credits from the college as well as 50 percent of their major and minor course work. The senior year (final 30 semester hours) in the baccalaureate program must be taken in residence at UT by all business students.

Class Ranks

In the College of Business Administration, class rank is determined as follows:

Rank	Hours Earned
Freshman	0-29.99
Sophomore	30-59.99
Junior	60-89.99
Senior	90+

Programs of Study

Areas of Specialization

Accounting

Professor Diana Franz, adviser

The department of accounting offers courses in the areas of financial accounting, management accounting, auditing, accounting systems and taxation. Completion of an accounting area of specialization leads to professional careers in public accounting, business and government and begins the preparation for the Certified Public Accountant (CPA), Certified Management Accountant (CMA) and Certified Internal Auditor (CIA) examinations.

The specialization in accounting is designed to enable students to advance more rapidly to positions of responsibility and leadership in their chosen fields. In the state of Ohio, all candidates taking the CPA exam must have completed 150 credit hours. Accounting career fields other than public accounting have not adopted the 150-hour requirement. The department of accounting offers a graduate degree that can be pursued in addition to a bachelor's degree.

Program Requirements

No junior-level accounting courses may be attempted until a student is admitted to the upper division by the College of Business Administration.

Required Course: 18 hours

ACCT 3100 Financial Accounting & Systems
ACCT 3110 External Financial Reporting I
ACCT 3210 Individual Taxation
ACCT 3310 Accounting Information Systems and Controls
ACCT 4120 External Financial Reporting II
ACCT 4310 Internal Reporting

Electives: Choose one of the following - 3 hours:

ACCT 4130 External Financial Reporting III
ACCT 4410 Government and Not-For-Profit Accounting
ACCT 4420 Auditing

Students wishing to register for ACCT 3100 must meet the following prerequisites: a GPA of 2.50 or better in all introductory level college accounting courses, including a grade of C (2.0) or higher in BUAD 2040 and 2050 or equivalent courses, and an overall higher education GPA of 2.50 or higher in all prior college-level courses.

Electronic Commerce

Thuong Le, adviser

The electronic commerce (e-commerce) specialization provides students with the managerial and technical skills for successful careers in the Internet economy. E-commerce competencies are essential for business professionals in fields such as marketing, financial services, international business, purchasing, information systems, operations management and professional sales.

Program Requirements

Required Courses: 12 hours

EBUS 3090 E-Commerce and the Networked Economy
EBUS 3180 Web Design for Business Communication
EBUS 4040 E-Commerce Intelligence Management
EBUS 4150 E-Commerce Business Models & Project Management

Electives – Choose one of the following career tracks: 6 hours

Information Technology for Electronic Commerce

Any 2 - 3000-4000 level INFS electives

Or

Electronic Commerce Business Applications

MKTG 3280 Internet Marketing
(required in this career track)
and
FINA 4090 Financial Markets and Institution
or
MKTG 3260 Global Framework for E-commerce



Entrepreneurship, Family, & Small Business

Sonny Ariss, advisor

Program Requirements

Required Courses: 18 hours

EFSB 3590 Entrepreneurship and Small Business Management

EFSB 4010 Growing Family and Entrepreneurial Businesses

EFSB 3480 Entrepreneurial Finance

BLAW 3570 Laws of Structuring and Operating a Business

PSLS 3440 Professional Sales

FINA 3480 Investments

Finance

For this area of specialization, students must earn a grade of C (2.0) or higher in BUAD 3040 and complete a total of 21 hours, consisting of four required courses (12 hours) beyond BUAD 3040, and three finance electives (9 hours).

Program Requirements

Required Courses: 12 hours

FINA 3480 Investments

FINA 4080 Intermediate Corporate Finance

FINA 4090 Financial Markets and Institutions

FINA 4670 Advanced Financial Management

Electives: 9 hours

Any three finance electives with the **exception** of FINA 2000, 3060, 4610 and 4880.

Financial Services

Linda Bowyer, adviser

Program Requirements

Required Courses: 15 hours

1 course from :

FINA 3600 Risk Management **or** FINA 3610 Life and Health Insurance **or** FINA 4890 Financial and Estate Planning

1 course from :

FINA 3660 Real Estate Principles, Practices and Finance **or** FINA3670 Real Estate Valuation **or**
FINA 3680 Real Estate Law, Insurance and Taxes ...

FINA 3480 Investments

FINA 4090 Financial Markets and Institutions

PSLS 3440 Sales

Electives: Select two courses not used as required courses from the following – 6 hours

FINA 3600 FINA 3660 FINA3680 FINA 4870

FINA 4940 FINA 3610 FINA3670 FINA 4100

FINA 4890 FINA 3080 FINA3070 FINA 4480

Human Resource Management

Sonny Ariss, adviser

Human resource management is designed to prepare candidates to assume positions as human resource practitioners in domestic and international business organizations, hospitals, nonprofit organizations, and local, state and federal government agencies.

Program Requirements

Required Courses: 21 hours

BLAW3550 Legal and Safety Compliance

HURM 3220 Human Resource Management

HURM 3630 Conflict Management: Mediation and Negotiations

HURM 4640 Benefits, Health and Wellness

HURM 4650 Compensation

HURM 4660 Planning, Selection & Recruitment

HURM 4710 Training and Evaluation

Information Systems

T.S. Ragu-Nathan, adviser

Information systems provides the student with the managerial and technical skills required to enter the challenging and dynamic field of computers and information systems. The student acquires knowledge involving a variety of topics, including widely used business programming languages, the design and implementation of management information systems, networking and communications, the managerial aspects of system development and the latest technological developments in database management, computer software and information technology. The proposed changes to the major recommend that student double major within the College of

Business and select another functional area in addition to Information Systems. The additional non-INFS elective course work will allow students to double count those courses between the two majors.

Program Requirements (pending final approval)**

Required Courses: 12 hours

INFS 3380 Web Application Development I

INFS 3770 Data Base Management Systems

INFS 4510 Systems Analysis & Design

INFS 3980 Contemporary Topics (Functional Information Systems)

Electives: choose four from the following – 6 hours

INFS 3150, INFS 3160, INFS 3240, INFS 3250, INFS 3370, INFS 3780, INFS 3980, INFS 4300, INFS 4320, INFS 4620, INFS 4810, FINA 4080, FINA 4670, MKTG 3880, MKTG 4130, PSLS 3080, PSLS 3450, ACCT 3310, ACCT 4310

International Business

Thomas Sharkey and Sam Okoroafo, advisers

The international business area of specialization plays a key role in preparing future business managers for today's dynamic global marketplace. The program provides training for careers in small, mid-sized and large companies and government and international agencies with a global orientation, particularly multinational corporations, export-import firms, banks, transportation and logistics firms, and government and international agencies involved in international trade, finance and economic development.

Program Requirements

Required Courses: 12 hours

FINA 3500 International Finance

IBUS 3600 International Management

IBUS 4360 Global Business Strategies

MKTG 3140 International Marketing

Electives: Select any two – 6 hours

BLAW3670 International Business Law

IBUS 4490 Global Management Systems

IBUS 3150 Understanding Cultural Differences for Business

IBUS 4180 North American Business Practice

MKTG3260 Global Framework for E-Commerce .

MKTG4220 International Sourcing, Logistics and Transportation

Other courses subject to approval, including study abroad courses, IBUS 4100 and internships in international business.

Foreign Language Requirements for International Business Area of Specialization

Students with an area of specialization in international business must demonstrate foreign language proficiency by satisfying one of the following requirements:

- a) Completing four years of one foreign language in high school with a grade of B or higher in each course; or
- b) Completing a university-level fourth semester (2150 or Intermediate II) foreign language course; or
- c) Have a proficiency in a native language other than English.

Marketing

Anthony Koh, *adviser*

The marketing specialization provides the student with the skills to make decisions about product design and quality, pricing, channels of distribution, advertising and personal selling in ways that enhance consumer satisfaction and further the goals of the organization. The student learns to approach problems with a clear understanding of the relationship between marketing and other business functions.

Program Requirements

Required Courses: 9 hours

MKTG 3850 Buyer Behavior and Relationship Marketing

MKTG 3880 Marketing Research & Data-Based Management

MKTG 4130 Marketing Analysis & Decision Making

Electives: Select 6 hours from module I and 6 hours from either module 1 or module II to equal 12 hours

Module I:

MKTG3140 International Marketing

MKTG3280 Internet Marketing

MKTG3690 Principles of Marketing Communication

MKTG4540 Business Marketing

MKTG4940 Internship

PSLS 3440 Sales

Module II:

MKTG3130	Supply Chain Management
MKTG3260	Global Framework for E-Commerce
MKTG3870	Advertising Strategy
MKTG3910	Direct Marketing
MKTG4120	Marketing Channels Management
MKTG4220	International Sourcing, Logistics & Transportation
MKTG4520	Advanced Market Analysis
MKTG4570	Product & Pricing Management
MKTG4980	Special Topics
MKTG4990	Independent Study
PSLS 3080	Purchasing & Business Relationship Mgmt
PSLS 4710	Sales Force Leadership

Operations / Supply Chain Management

Paul Hong, adviser

Operations & Supply Chain Management is designed for students who are interested in the revitalization and enhancing the competitiveness of America's industrial base or who want to pursue careers in the rapidly expanding service sector. Students select either the Operations or Supply Chain track. In operations management, students acquire the knowledge and skills to manage people and resources. Students are given a broad overview of operations from product design, process selection, TQM, production planning and scheduling. In supply chain management, the emphasis will lie in sourcing, industrial marketing, logistics, transportation, quality, information systems, emerging practices in supply chain management and e-commerce.. A student cannot have areas of specializations in operations management and supply chain management.

Program Requirements

Operations Mgmt Required Courses: 18 hours

OPMT 3340	Quality Management
OPMT 3610	Production Planning and Control
OPMT 3660	Materials Management and Purchasing
MKTG 4220	International Sourcing, Logistics, and Transportation
OPMT 4420	Service Operations Management
OPMT 4760	Simulation Modeling and Analysis of Manufacturing/Service Systems

Supply Chain Mgmt Required Courses: 18 hours

OPMT 3340	Quality Management
OPMT 3610	Production Planning and Control

OPMT 3660 Materials Management and Purchasing
MKTG 4220 International Sourcing, Logistics, and Transportation
MKTG 3130 Supply Chain Management
EBUS 3090 E-Commerce and the Networked Economy

Organizational Leadership and Management

Sonny Ariss, adviser

The area of specialization in organizational leadership and management prepares students to enter a variety of organizations, both for profit and not-for-profit. Graduates of this program receive assessment and training in a number of areas that are crucial to a manager's success – planning, ethical decision-making, interpersonal skills, team-building, performance development and evaluation, conflict management, motivation and leading change.

Program Requirements

Complete the following courses: 21 hours

HURM3220 Human Resource Management
HURM 3630 Conflict Management: Mediation and Negotiations
MGMT 3770 Ethics in Leadership and Management
MGMT 4210 Leading and Managing Organizational Improvement
MGMT 4250 Performance Management for Individuals and Teams
MGMT4330 Organizational Leadership and Management Practicum
MGMT 4780 Leadership & Managerial Competencies

Professional Sales

Ellen Pullins, adviser

The professional sales area of specialization prepares students for distinguished careers in business-to-business selling. Listed below are specific courses in the University Core and specific electives needed to fulfill the requirements for a specialization in professional sales. Please see the adviser for details.

Program Requirements

Required professional sales and business courses: 21 hours

MKTG4540 Business Marketing
PSLS 3080 Purchasing & Business Relationship Management
PSLS 3440 Sales
PSLS 3450 Account & Territory Management
PSLS 4710 Sales Force Leadership

PSLS 4740 Advanced Sales
PSLS 4940 Sales Internship

Required Arts and Sciences courses, including required University Core courses:

PSY 1010 Introduction to Psychology (University Core requirement – Social Science)

Or

SOC 1010 Introduction to Sociology (University Core requirement – Social Science)

COMM 3840 Interpersonal Comm. (University Core requirement – Humanities/Fine Arts)

PHIL 1020 Critical Thinking (University Core requirement – Humanities/Fine Arts)

Or

PHIL 1010 Introduction to Logic (University Core requirement – Natural Sciences)

Choose two Communication courses (6 hours) from the following:

COMM1010 Communication Principles and Practices

COMM2600 Public Presentations

COMM3810 Group Communication

COMM3820 Persuasion Theory

COMM4810 Nonverbal Communication

Minors

Business Minor or Business Electives for Business Students – 9 hours

Students complete 3 junior/senior level Business electives or a 3 courses toward a Business minor as part of their degree requirements.

The following minors are only available for College of Business Administration students. Students cannot duplicate credit in their minor, area of specialization and upper division core. The minor consists of three courses (9 hours), unless otherwise noted.

Accounting

ACCT 3000 Financial Statement Analysis

ACCT 3010 Cost Accounting for Non-Accounting Majors

ACCT 3030 Tax for Non-Accounting Majors

Students may make substitutions for the above courses with the permission of the chair of the

department of accounting.

Business Analysis

FINA 3070 Business Fluctuations and Outlooks

Or

FINA 3080 Managerial Economics

INFS 3250 Software Applications in Business

OPMT 4450 Forecasting

Business Economics

FINA 3070 Business Fluctuations & Economic Outlook

FINA 3080 Managerial Economics

OPMT 4450 Forecasting

Or

FINA 3500 International Finance

Business Law

Complete three of the following:

BLAW3550 Legal & Safety Compliance Issues in Human Resource Management

BLAW3570 the Laws of Structuring and Operating a Business

BLAW3670 International Business Law

BLAW4570 Legal and Ethical Aspects of Managing Innovation and Technology

BLAW4580 Detection and Prevention of Deceptive Business Practices

MGMT 3770 Ethics in Leadership and Management

Commercial Real Estate

FINA 3660 Real Estate Principles, Practices and Finance

FINA 3670 Real Estate Valuation

FINA 3680 Real Estate Law, Insurance and Taxes .

Decision Sciences:

Complete any three of the following courses:

OPMT 3310 OPMT 3760 OPMT3750

OPMT 4450 OPMT 4760 OPMT4750
MKTG3880

Electronic Commerce

Required Courses:

EBUS 3090 E-Commerce & the Networked Economy
EBUS 3180 Web Design for Business Communications

Elective: Choose one of the following

EBUS 4040 E-Commerce Intelligence Management
INFS 3150 Principles of Structural Computer Programming & Problem Solving
MKTG3280 Internet Marketing

Entrepreneurship, Family, & Small Business

Required Courses:

EFSB3590 Entrepreneurship and Small Business Management
EFSB4010 Growing Family and Entrepreneurial Businesses
EFSB3480 Entrepreneurial Finance
OR
FINA 4840 Small Business Financial Policies and Practices

Finance Required Courses:

FINA 3480 Investments
FINA 4080 Intermediate Corporate Finance
FINA 4090 Financial Institutions and Markets

Financial Services

Complete three of the following:

FINA 3480 FINA 3660 FINA 4090 PSLS 3440*
FINA 3600 FINA 3670 FINA 4870 FINA 3610
FINA 4100 FINA 4890

*With permission from chair of the department of finance.

Information Systems

Required:

INFS 3250 Software Applications in Business

Or

INFS 3770 Database Management Systems.

Any two additional electives:

INFS 3150 INFS 3160 INFS 3240 INFS 3250

INFS 3370 INFS 3770 INFS 3980 INFS 4300

INFS 4320 INFS 4620 INFS 4810

Insurance and Risk Management:

FINA 3600 Risk Management

FINA 3610 Life and Health Insurance

FINA 4890 Financial and Estate Planning



THE UNIVERSITY OF
TOLEDO
1872

2009-2010 Catalog

International Business:

Select three courses, taking into consideration prerequisites, from those listed under the international business area of specialization.

Management

Complete three of the following:

HURM3220 Human Resource Management

HURM 3630 Conflict Management: Mediation and Negotiations

MGMT3770 Ethics in Leadership and Management...

MGMT4210 Leading and Managing Organizational Improvement

MGMT 4250 Performance Management for Individuals and Teams

MGMT 4780 Leadership and Managerial Competencies

Marketing:

Required:

MKTG 3850 Buyer Behavior and Relationship Management

Or

MKTG3880 Marketing Research and Data-Based Management

Electives:

Select two courses (6 hours) from the courses listed for the marketing specialization, except MKTG 4940.

Operations Management

Select three courses:

OPMT 3340 Quality Management

OPMT 4760 Simulation Modeling

OPMT 3610 Production Planning and Scheduling

OPMT 3660 Materials Management and Purchasing

Professional Sales:

Required:

PSLS 3440 Sales

Electives: Select two from the following

PSLS 3080 Purchasing and Business Relationship Management

PSLS 3450 Account and Territory Management
PSLS 4710 Sales Force Leadership
PSLS 4740 Advanced Sales
MKTG 4540 Business Marketing

Small Business Financial Management

Required Courses: 6 hours

FINA 4080 Intermediate Corporate Finance3
FINA 4840 Small Business Financial Policies and Practices

Elective: Choose one of the following – 3 hours

FINA 3670 EFSB 3590 EFSB4010 FINA 4090 FINA 4670

Supply Chain Management:

Required:

MKTG3130 Intro to Supply Chain Management

Electives: Select two from the following

OPMT 3340 Quality Management
OPMT 3660 Materials Management & Purchasing
MKTG 4220 International Sourcing, Logistics, Transportation

Business Minors for Non-Business Students at The University of Toledo

The College of Business Administration offers a general minor and seven specialty minors (accounting; business analysis; electronic commerce/information technology; entrepreneurship, family and small business; international business; professional sales and operations/supply chain management) for students in non-business programs at The University of Toledo. These minors are recommended for students who want to enhance their academic programs with business-related course work. Students taking courses in the business minor must meet course prerequisite requirements. These minors are designed specifically for non-business students and should not be confused with the individual minors offered for College of Business Administration students. Students can complete a maximum of two minors and may take no more than one course that fulfills the requirements of both minors. Students should contact advisers in their college and in the College of Business Administration for additional details about the minors.

General Minor for Non-Business Students

Requirements for the General Minor in Business for Non-Business Students

1. A minimum cumulative GPA of 2.25 is required in the following prerequisite courses or their equivalents. A student who does not meet the minimum standards but has at least a cumulative 2.0 in the prerequisites will be reviewed by the College of Business Administration assistant dean on an individual basis. In addition to the requirements below, students must demonstrate computer proficiency through a proficiency test, Microsoft

certification or an introduction to business computing course.

Economics

Select from ECON 1150 and 1200, or MIME 2600 or equivalent

3-6



Mathematics

Select from any UT CORE Math course except MATH 2600 3

Business Statistics

Select from BUAD 2060, MATH 2630, 2600, or equivalent 3

2. Eighteen hours are required beyond the prerequisite courses above. A grade of C (2.0) or higher is required in each of the following courses, at least one of which must be at the 3000 level:

Required Foundation Course

BUAD 2040 Financial Accounting Information
OR
ACTG 1040 Principles of Financial Accounting

Additional Requirements

- A. Select three courses from the following with one course at 3000 level or above:

BUAD 1010 Introduction to Business
BUAD 2050 Accounting for Business
BUAD 2070 Application of Statistics in Business Decision Making
BUAD 2080 Global Environment of Business.
BUAD 3010 Principles of Marketing
BUAD 3020 Principles of Manufacturing and Service System
BUAD 3030 Managerial and Behavioral Processes in Organizations
BUAD 3040 Principles of Financial Management
BUAD 3050 Information Technology Management
BUAD 3470 Legal & Ethical Environment of Business

- B. Select **two** additional courses from the 10 listed above or select two courses at the 3000 or 4000 level from ACCT, FINA, INFS, MGMT, EFSB, IBUS, EBUS, OPMT, ORGD HURM, PSLs, BANS, BLAW or MKTG to complete the additional requirements. (Prerequisites for selected courses must be fulfilled.)

- C. At least three of the five courses selected to fulfill the additional minor in business requirements must be at the 3000 or 4000 level.

Accounting Minor for Non-Business Students

Program Requirements

The accounting minor for non-business students requires 15 credit hours. A grade of C (2.0) or higher is required in all courses used to fulfill the accounting minor requirements. Prerequisites

for all courses must be fulfilled.

Required Course:

ACCT 3100 Financial Accounting and Systems

Prerequisite: Junior standing; a higher education GPA of 2.50 or higher and a 2.50 or higher GPA in BUAD 2040 and 2050 (or equivalent courses), which must include a grade of C (2.0) or higher in BUAD 2040 and 2050 (or equivalent courses).

Electives: Select four courses from the following: 12 hours

ACCT 3000 Financial Statement Analysis

Prerequisite: BUAD 2050

ACCT 3110 External Financial Reporting I

Prerequisite: ACCT 3100 with a grade of C (2.0) or better

ACCT 3310 Accounting Information Systems and Controls

Prerequisite: ACCT 3100 with a grade of C (2.0) or better

ACCT 3030 Tax Accounting for Non-accounting Majors

Prerequisite: BUAD 2050

OR

ACCT 3210 Income Taxation of Individuals

Prerequisite: ACCT 3100 with a grade of C (2.0) or better

ACCT 3010 Cost Accounting for Non-accounting Majors

Prerequisite: BUAD 2050

OR

ACCT 4310 Internal Reporting

Prerequisite: ACCT 3100 with a grade of C (2.0) or better

FINA 4080 Intermediate Financial Management

Prerequisite: BUAD 3040

Note: Students may apply ACCT 3030 or 3210 toward the accounting minor but not both. Students may apply ACCT 3010 or 4310 toward the accounting minor, but not both.

Business Analysis Minor for Non-Business Students

Program Requirements

The business analysis minor for non-business students requires 15 hours. Prerequisites for all courses must be fulfilled.

Required Courses: 9 hours

FINA 3080 Managerial Economics
FINA 3070 Business Fluctuations and Economic Outlooks
OPMT 4450 Forecasting

Electives: Select two courses from the following: 6 hours

EBUS 3090 OPMT3310
FINA 3480 OPMT 3750
FINA 3890 OPMT 4750
FINA 4090 MKTG3880
INFS 3250 PSL3080

E-Business and Information Technology Applications Minor for Non-Business Students

Program Requirements

The e-business and information technology applications minor requires basic business computer proficiency for BBA students (e.g., proficiency exam, BUAD 1020 or equivalent); MIME 2600 or ECON 1150 and 1200, or equivalent; and 15 credit hours from selected EBUS- and INFS-related courses.

Required: 6 hours

EBUS 3090 E-Commerce and the Networked Economy
Prerequisite: junior standing
INFS 3250 Software Applications in Business
Prerequisite: junior standing and BUAD 1020 or equivalent

Electives: 9 hours

INFS 3770 Database Management Systems
Prerequisite: junior standing
EBUS 3180 Web Design for Business Communication
Prerequisite: junior standing
INFS 3370 Business Data Communications
Prerequisite: BUAD 3050
MKTG 3260 Global Framework for E-Commerce
Prerequisite: BUAD 2080
MKTG 3280 Internet Marketing
Prerequisite: BUAD 3010
BUAD 3050 Information Technology Management

Prerequisite: junior standing and basic business computer proficiency
INFS 3980 Special Topics in Information Systems

Entrepreneurship, Family, and Small Business Minor for Non-Business Students

Prerequisites for all courses must be fulfilled.

Required Business Courses: 15 hours

EFSB 3500 Introduction to Entrepreneurship
BUAD 2040 Financial Accounting OR
ACTG 1040 Principles of Financial Accounting
EFSB 3480 Entrepreneurial Finance
EFSB 3590 Entrepreneurship & Small Business Management
EFSB 4010 Growing Family & Entrepreneurship Business

Business Elective: Select one from the following: 3 hours

BUAD 2050 Managerial Accounting OR
ACTG 1050 Principles of Management Accounting
BUAD 3010 Principles of Marketing
BUAD 3470 Legal and Ethical Environment
EFSB 4980 Special Topics in EFSB
EFSB 4990 Independent Study in EFSB

International Business Minor for Non-Business Students

Program Description:

The international business minor for non-business students requires 18 to 21 hours of business courses (including international business electives). Prerequisites for all courses must be fulfilled.

I. Required Course in Economics:

Select from ECON 1150 and ECON 1200 OR MIME 2600 or equivalent 3-6
(These are not business course hours and do not count toward the 18 to 21 hours of business courses required in the program)

II. Required Business Courses: 9 hours

BUAD 2080 Global Environment of Business
Prerequisite: Sophomore standing

AND

Select two courses from the following: 6 hours

BUAD 3010 Principles of Marketing

Prerequisites: ECON 1150 and 1200

Or MIME 2600, Junior standing

BUAD 3030 Managerial and Behavioral Processes in Organizations

Prerequisite: Junior standing

BUAD 3040 Principles of Financial Management

Prerequisite: BUAD 2040 Financial Accounting Information

III. International Business Electives: 9 hours

Select at least two courses from the following:

IBUS 3600 International Management

Prerequisite: BUAD 3030, Junior standing

MKTG 3140 International Marketing

Prerequisite: BUAD 3010

FINA 3500 International Finance

Prerequisite: BUAD 3040

If needed, select additional hours from the following:

IBUS 3150 Understanding Cultural Differences in Business

Prerequisite: Junior standing

IBUS 4100 Study Abroad Program*

Prerequisite: Permission of Chair and Faculty

IBUS 4180 North American Business Practices

Prerequisite: Junior standing

MKTG 3260 Global Framework for E-commerce

Prerequisite: Junior standing

MKTG 4220 International Sourcing, Logistics, and Transportation

Prerequisite: BUAD 2080

BLAW 3670 International Business Law

Prerequisite: BUAD 3030

* Subject to approval of departmental chair or IB faculty adviser

Professional Sales Minor for Non-Business Students

Required Courses:

Economics: 3-6 hours

Select from MIME 2600 **or** ECON 1150 **and** ECON 1200 3-6

Required Business Courses: 12 hours

BUAD 3010 Principles of Marketing

PSLS 3440 Sales

PSLS 3450 Account and Territory Management ...

PSLS 4740 Advanced Sales

Business Elective: Select one from the following: 3 hours

PSLS 3080 Purchasing and Business Relationship Management

PSLS 4710 Sales Force Leadership

Operations Management/Supply Chain Management for Non-Business Students

Program Requirements

Students must complete BUAD 3020 or equivalent as prerequisite and 15 credit hours.

MKTG 3130 Introduction to Supply Chain Management

EBUS 3090 E-Commerce and the Network Economy

OPMT 3660 Materials Management and Purchasing

OPMT 3340 Quality Management

OPMT 3610 Production Planning and Control

MKTG 4220 Logistics and Transportation

OPMT 4420 Service Operations Management

Recommended for operations management track: OPMT 3340, 3610 and 3660 and any other two courses from above list

Recommended for supply chain management track: MKTG 3130, EBUS 3090, OPMT 3660 and 4220, and one other course from above list