

DEPARTMENT OF BUSINESS ADMINISTRATION AND ECONOMICS

119 Hartwell Hall

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www.brockport.edu/bus-econ/

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Programs: The department's programs are accredited by the Association to Advance Collegiate Schools of Business International (AACSB). AACSB accreditation is a symbol of high program quality and indicates the department's programs have undergone extensive external review to ensure they meet the rigorous standards developed by more than 1,000 leading national and international business organizations and educational institutions. The department offers degree programs in accounting, finance, international business, marketing, and business administration. Business administration students specialize in management or pre-law. The department also offers minors in accounting, business administration, economics, and finance.

Vision: To be a program of distinction and the SUNY college of choice for high quality business and accounting education.

Mission:

We enroll highly capable students and develop their ability to excel in professional careers and graduate studies by offering outstanding business and accounting degree programs. We attract and develop outstanding faculty by rewarding exceptional teaching and scholarship. We are proud of our:

- AACSB accredited programs distinguished by their quality, variety, uniqueness, and small class sizes. We offer accounting, finance, international business, management, marketing, and pre-law programs;
- A liberal arts foundation and an emphasis on ethics, critical thinking, and personal and social responsibility;
- Expert faculty, engaged in research that advances the practice and teaching of business, while maintaining a genuine interest in student success;
- Mutually respectful, intimate environment and a culture that encourages service to college and community;
- Outstanding career planning, professional skills development and wide variety of domestic and international internship opportunities.
- Study abroad opportunities at many of the world's finest universities.

Program Goals: The department's programs build on a comprehensive liberal arts education and provide a broad understanding of business-related theory and practice. All programs develop proficiency in written and oral communication, numeracy and teamwork.

The Accounting Major prepares students to pursue careers as accountants in business, government and not-for-profit organizations. Graduates may also assume positions that support an organization's accounting and financial systems. The program also prepares students for graduate business study.

The Business Administration Major prepares students to assume entry-level positions in an organization and offers a firm grounding in all of the functional areas of business. Students are able to specialize in management and pre-law. The program also prepares students for graduate business study.

The Finance Major prepares students to assume professional positions in one of the many finance functions in business and non-profit organizations, such as financial planning, cash management, and investment analysis. The program also prepares students for graduate business study.

The International Business and Economics Major provides an interdisciplinary education that includes foreign language proficiency and cross-cultural awareness. Students gain knowledge and develop skills relevant to conducting business in the international domain. Graduates are prepared for careers with organizations with international operations. The program also prepares students for graduate business study.

The Marketing Major prepares students to assume professional positions in one of the many marketing functions in business and non-profit organizations, such as sales management, market research and advertising. The program also prepares students for graduate business study.

Evening Programs: Complementing the day program is a sizeable offering of evening courses. All of the courses required to complete the business administration degree with a specialization in management, the marketing degree and the finance degree are offered in the evening on a rotating basis. The accounting major and the international business major cannot be completed at night.

The evening program is intended primarily for part-time students and for full-time students who want to take one or two courses per semester at night. Full-time students should not expect to be able to carry a full-time load at night. Evening courses are offered at The College at Brockport campus. Students planning to complete a degree through evening courses should work closely with their advisor in planning degree completion.

Guidelines and Policies Pertaining to all Department Programs and Courses

All students majoring in the department's programs are bound by the policies and procedures labeled 1 through 20 below.

1. Changes in Degree Requirements: Students must meet the degree requirements in effect at the time they matriculate (at the time they are formally accepted by The College at Brockport for admission or readmission into a degree program). The department continuously revises its programs in response to changes in the business environment and the changing expectations of employers. Therefore, the degree requirements listed in the *Undergraduate Studies Catalog* may not be current. Students and prospective students should check the department's Web site for the most current program requirements, descriptions and course offerings.

2. Time Limitation: Courses completed more than 10 years prior to matriculation or re-admission cannot be used to satisfy degree requirements in any of the department's majors or minors. Courses completed more than 10 years prior to matriculation must be repeated. Under some circumstances, students may request the opportunity to earn course credit by examination rather than repeat a course. Contact the department for details. This policy applies to courses taken at The College at Brockport and courses taken at other institutions. The department does not accept CLEP credit.

3. Advisement: Students majoring in the department's programs will be assigned a business faculty advisor when they declare their intent to major in business. The advisor's name will then appear at the top of the student's Degree Audit Report (DARS), which is available on the Web. After an advisor has been assigned, students are required to meet with their advisor each semester and are expected to:

1. Bring a copy of their DARS report to the meeting.
2. Prior to the meeting, consult their DARS report and the College's *Undergraduate Studies Catalog* or department Web site for the purpose of determining which degree requirements the student has not yet met.
3. Prior to the meeting, prepare a proposed schedule of classes for the following semester. Advisors assist students by reviewing the courses the students select each semester and by answering questions about degree requirements, course sequencing, transfer course work, electives, careers and graduate school. However, advisors will not create students' schedules for them.
4. Prior to the meeting, consult with the online course schedule to confirm that the classes in the student's proposed schedule are still open, making adjustments as necessary.

It is the advisor's prerogative to decline to meet with students who fail to meet these expectations, i.e., students who are unprepared. Unprepared students will be required to reschedule their meeting at a later date, which may result in courses filling before the student has the opportunity to register. This, in turn, may delay the student's graduation.

Faculty advisors assist students in academic planning, but students are ultimately responsible for knowing and meeting their degree requirements as specified in the College *Undergraduate Studies Catalog* and on their Degree Audit Report (DARS).

Note that the department generally restricts its courses to students enrolled in its major or minor programs. Note too that certain courses, including BUS 475, require department permission and the department staff carefully control student registration in these courses.

4. Registration: Each semester, the College will publish a schedule of the classes available the following semester. The Course Schedule also contains information on registration dates and times. A student's registration date and time will vary by class rank and last name. Students must consult with their advisor and obtain an advisement Personal Identification Number (PIN) prior to registration for the following semester. Students should contact their advisor at least two weeks in advance of their registration date for the purpose of understanding how to schedule advisement. Advisors' office hours will be posted on their office door or are available from the department secretary at **(585) 395-2623**. Some advisors work by appointment while others work on a drop-in basis. Voice and e-mail messages left for advisors should include the student's name, phone number, e-mail address, and times when the advisor may contact the student. Please speak slowly and clearly when leaving voice mail messages.

Students who are unable to arrange advisement with their designated advisor, because of work or class schedule conflicts, should call **(585) 395-2623** and request an appointment with the department's general advisement staff. However, students are expected to work with their primary advisor if possible.

Students who do not contact their faculty advisor on a timely basis or who register for courses after their designated registration date will often find themselves closed out of required courses, causing the students' graduation date to be delayed.

5. Closed Courses: The department sets enrollment caps on each course offered. Registration into closed business courses is controlled by the department and not by the instructor, i.e., an instructor cannot give permission to add into a closed course.

Students seeking to add a closed course must complete a petition; available in the department office. In general, the department gives priority to students who 1) need a course to graduate "on time," 2) demonstrably cannot take an alternative, open course, and 3) made an attempt to register for the course during their designated registration period, i.e., the student did not register late. Students who fail to register during their designated registration period will not be added to closed sections or otherwise accommodated. As such, it is important that each student register at the designated time.

6. Required Course Grades: An overall average of 2.0 is required to complete any major or minor offered by the department. In general, students majoring in the department's programs need to earn a grade of at least "C-" in a course to count the course toward a degree requirement. However, accounting majors must earn at least a "C" in their accounting courses (ACC prefix on course number). Students pursuing a minor need only to pass a course (D- or above) to count the course toward the minor. Other GPA requirements for individual programs are provided elsewhere.

Note: GPA requirement for acceptance as a business administration minor requires a minimum 3.0 GPA. This policy is strictly enforced.

7. Course Retake Limitation/Three Strikes Policy: To satisfy the minimum grade requirement described in 6 above, students may complete a course up to three times. Students who are unable to earn the required grade after three attempts will be blocked from further registration in the course and, as such, will not be able to complete their program of study (the student will need to pursue a different major or minor).

Note: This rule applies only to department courses (ACC, BUS and ECN prefixes), ENL 308 and CIS 106. Students may register for math courses more than three times, but only the first three times are recognized by the department for purposes of this three strikes policy.

8. General Education Requirements: In addition to their major course work, students majoring in the department's programs must complete all College General Education requirements; these are described elsewhere in the College's *Undergraduate Studies Catalog*. A student's General Education requirements will vary depending on the student's matriculation (entrance) date and transfer status. Each student's general education requirements are specified in their Degree Audit Report (DARS); DARS is available on the Web.

9. Transfer Course and Grade Policy: In general, a grade of "C-" or higher is required for transferred courses to be used to satisfy major, program entrance requirements, corequisite, core and specialty area course requirements. However, accounting majors need to earn a grade of "C" or higher in any required accounting course (ACC prefix) that is to be transferred. "C" or higher in any required accounting course (ACC prefix) that is to be transferred.

10. Requests for Transfer Credit: The College maintains a large database of transfer course equivalencies. Courses from other schools are often automatically transferred as equivalent to a specific The College at Brockport course. If a course has been transferred as equivalent to a The College at Brockport course, the equivalency will be shown on the student's DARS report.

Other times, however, courses are transferred for general credit, but no specific course equivalency is indicated on DARS. If you believe that a course taken elsewhere is equivalent to a specific The College at Brockport course, you will need to complete a course equivalency transfer request form (available in 119 Hartwell Hall) and provide documentation of equivalency (e.g., a detailed syllabus). Submit the form and the documentation to the secretary of the department that offers the course. Your request will then be evaluated in accordance with the department-specific process for evaluation of transfer requests.

Except as noted below, students completing any of the department's programs may request transfer credit for (1) any program entrance requirement course, and (2) any 300-level course not restricted by residency requirements. The student cannot receive transfer credit unless both the department and the College approve the transferred courses, and the number of courses transferred is subject to the residency requirements of the College and department.

After matriculating at The College at Brockport (formal admission to the College), students must take all 400-level department courses at The College at Brockport. Freshman-level courses taken at two-year colleges generally cannot be transferred as equivalent to 300-level courses, and no two-year college course work will be transferred as equivalent to any 400-level course. Students must complete BUS 475 Strategic Management at The College at Brockport.

Note: A separate set of policies applies to CIS 106 (End User Computing) and ENL 308 (Business Writing). These courses are not generally accepted from other institutions. However, these

courses may be waived under certain circumstances. Information on specific conditions and the process for waiver of these courses is available in the department office (119 Hartwell Hall).

11. Residency Requirement: At least one half of the course work required to complete any department major or minor must be taken at The College at Brockport. Additionally, as noted in section 10 above, certain courses cannot be transferred. These courses must be taken at The College at Brockport.

12. Participation in Assessment Activities: The Department of Business Administration and Economics administers various assessment instruments throughout the curricula of its programs. Assessment activities may take the form of exams, exercises or surveys. Assessment data is used for quality control and program improvement. Many of the department's program improvement efforts are based on assessment results.

However, assessment results are valid only when students give their serious participation and best effort. As such, students are required, as a condition of enrollment in any of the department's courses, to participate in assessment activities and to give their best and honest effort in all assessment exercises administered by the department. Assessment activities administered in a course are considered a course requirement. This course requirement is no less important than is attendance, homework, or other exams. Students who are absent when assessment exercises are conducted may be required to repeat the exercise as a condition of passing the course.

13. Internships: The department encourages student participation in internship experiences that are relevant to the student's degree and area of specialization. Increasingly, employers seek to hire individuals with relevant work experience. An internship is not required for graduation, but students without significant work experience (relevant to their major) are strongly encouraged to complete at least one internship experience. The Department of Business Administration and Economics limits the number of credits and internship experiences a student may complete to a maximum of 15 credits and two internship experiences. However, internship credit may not substitute for other department or College requirements. Information on internship programs and procedures may be obtained in 110 Hartwell Hall.

14. Academic Dishonesty (Cheating): The definitions of academic dishonesty are provided in the *Student Handbook*, a College publication. All students in the department's programs are bound by the definitions and policies described in this handbook. The department reserves the right to expel, from its programs and courses, any student found to be engaged in premeditated acts of academic dishonesty. This policy is strictly enforced. Your first offense may be your only offense; there are no warnings.

All work and assignments completed in the department's courses should be assumed to be individual assignments unless you have received explicit permission from the instructor to work with one or more partners.

The *Student Handbook* contains important information every student should know about campus safety, codes of student conduct, and more. It is available on the College's Web site at <http://www.brockport.edu/policies/category.php?id=1>.

15. Student Conduct: Students are expected to treat each other, their instructor, persons in charge, and the department's staff with common courtesy, decency and respect. Students will recognize the instructor's authority to lead and direct classroom activities. Students will refrain from all behaviors that interfere with the teaching and learning process as well as behaviors that are disrespectful or belligerent to faculty and staff. All behaviors that, in the judgment of the instructor or other department representative, interfere with the teaching/learning process will be considered disruptive.

Campus policies on disruptive behavior and students are detailed in the *Student Handbook* (referenced in section 14 above). Disruptive students may be asked by the instructor to leave the classroom; students refusing to do so will be escorted from the premises by University Police. Students who are consistently or seriously disruptive will be dismissed from the department's programs and may be expelled from the College.

16. Separation from the College: If a student chooses to leave the College prior to graduation, a leave of absence should be filed with the Career Services Office (Rakov Center). Leaves of absence expire after one year and if the student returns at a later date to complete the degree, the student will need to reapply to the College. Further, the student will need to complete the (potentially new) degree requirements in effect at time of readmission. This includes any changes in the major and in the General Education requirements of the College. Students, therefore, are strongly advised not to separate from the College prior to completing their degrees.

17. Departmental Communications: The department uses an e-mail list-serve to communicate important announcements, changes in class times and course offerings, new policies, information about department events, etc.

- Students are responsible for reading communications from the department and responding accordingly.
- Department communiqués will be directed to the student e-mail address provided by the College. If you have any questions pertaining to how to access your college e-mail account, call the Information Technology Help Desk at (585) 395-5151 for assistance in this regard.
- The department's e-mail list-serve is for official department communiqués only, and all communiqués will originate from the department office. Under no circumstance is any student allowed to broadcast messages using this list-serve. Unauthorized use of the list-serve will be taken very seriously and the offender referred to the campus Judicial System for appropriate action.

18. Classroom Disruptions with Electronic Devices: Consistent with College policy, it is the course instructor who decides whether student behavior is disruptive or not in his/her classroom. While use of electronic devices such as cell phones and laptops will usually be infrequent and a minor annoyance, such uses could become disruptive. Course instructors may warn students and may ask disruptive students to leave the classroom. Using laptop computers in the classroom to take notes and for any other use authorized by the course instructor may be allowed. However, the instructor may restrict the use of laptops to these purposes and prohibit other uses of cell phones and laptops such as instant messaging, game playing, and Internet surfing during class time. The course instructor also may evaluate the potential for academic dishonesty with various devices and ban or limit their use on this basis. For more details, see the Student Handbook at www.brockport.edu/policies/docs/use_of_electronic_devices_in_the_classroom.pdf.

19. Course Prerequisites: Many of the department's courses have prerequisite courses. The College *Undergraduate Studies Catalog* details the prerequisites for all established courses; for new courses not listed in the catalog, students should speak with the instructor or contact the department. The prerequisites for a course must be completed prior to registration for the course. Students who are found to be deficient in the prerequisites for a course may be dropped from the course.

In particular, the courses BUS 325 Principles of Finance and BUS 475 Strategic Management have a sizeable number of prerequisites. Students who fail to complete prerequisites for these courses in a planned and timely basis are likely to find that they will not be able to graduate as planned.

20. Timely Completion of Program Entrance Requirement: Students admitted to the College are not automatically admitted to the department's programs. Students must first meet program entrance requirements, which include prescribed course work. Program entrance requirements vary by degree program.

- Full-time students entering as freshmen are expected to complete program entrance requirement course work by the first semester of their junior year.
- Full-time students transferring with an associates degree in business are expected to complete program entrance requirement course work in their first semester at Brockport.
- Part-time students are expected to complete program entrance requirement courses before beginning 400-level business courses.

Timely completion of program entrance requirements are the student's responsibility. Failure to complete program entrance requirements on a timely basis may delay the student's graduation.

Student pursuing a degree in the Department of Business Administration and Economics need to pay particular attention to sequencing their courses and the Declaration of Major. In order to potentially finish their degrees in four years (eight semesters) students will need to finish a set of program entrance requirements, declare their major, and complete requirements for specific courses in a timely manner. **All 400-level courses are to be taken by department majors and minors only.** To clarify the sequencing requirements the following table is offered:

Sequencing Required to Complete Department Programs in Four Years

The table below indicates what is required to be completed, and when it needs to be completed in order to potentially complete an Accounting, Business Administration, Finance, International Business or Marketing degree in four years for students entering as freshmen. This is not a guarantee that compliance ensures completion in four years. The following need to be successfully completed with the required grades. There are other sequencing issues related to specific degree programs and specialties.

What	When	Why
Program Entrance Requirements: Set of freshman and sophomore classes preparing students for upper level classes	No later than the end of the fifth semester (the middle of the junior year)	In order to declare the major
Declaration of Major	No later than the fourth week of the sixth semester	In order to qualify to take 400 level (senior level) classes in the Department by the seventh semester
Business Writing (ENL 308)	No later than the end of the sixth semester	To take BUS 366 and BUS 378 which are prerequisites to Strategic Management
Strategic Management prerequisites BUS 325 BUS 335 BUS 345 BUS 366	No later than the end of the seventh semester	To take Strategic Management

Major Programs in Business Administration and Economics

Accounting Major

The Department offers the Bachelor of Science in Accounting. This major is designed for individuals pursuing careers as accountants in business, government, or not-for-profit organizations. Students completing this degree are qualified to sit for the Certified Management Accountant (CMA) exam. Students pursuing licensure as a Certified Public Accountant in New York State must complete 150 credits of course work in addition to other requirements. Students meeting the necessary requirements may sit for the CPA exam in New York State after completing 120 credits of allowable coursework. Students should work closely with their academic advisor on these matters. At Brockport, students may complete the 150 credits requirement by first completing the BS in accounting described below and then apply for graduate study through the Graduate Studies Office for one of our 30-hour Master of Science (MS) programs in accounting. Please see our graduate catalog for details on our MS programs in accounting.

Bachelor of Science in Accounting Degree Requirements:

All accounting majors are bound by the policies, terms and conditions described earlier in the section titled “Guidelines and Policies Pertaining to All Department Programs and Courses.” Students should ensure that they have met all College at Brockport General Education requirements and degree requirements for students earning a bachelor of science. Accounting majors must work closely with their advisor to determine the applicability of both their accounting and non-accounting courses toward the requirements for this degree.

Students majoring in accounting must complete four groups of courses: (1) entrance requirements, (2) co-requisites, (3) business core courses, and (4) a prescribed series of upper-division accounting courses. Students without significant work experience relevant to accounting are strongly encouraged to complete at least one internship experience.

Course-Grade and GPA Requirements for the Majors in Accounting

Students pursuing an accounting major must meet six course-grade and GPA requirements as follows:

1. Any course with an ACC prefix which is counted toward the degree requirements must be completed with a grade no lower than “C.” This includes program entrance requirements, co-requisites, and upper-division course work.
2. Accounting majors must earn a grade of at least “C-” in all other courses used to satisfy major requirements within the accounting major.
3. A student’s cumulative GPA in the program entrance requirement courses is used to determine whether a student will be admitted to the major. Currently, students must earn a minimum GPA of 2.5 in the program entrance requirement courses, with no grade in an ACC-prefix course lower than “C” and no other grade lower than “C-.” Transfer grades are included in this GPA calculation.
4. Students must earn an overall cumulative GPA of at least 2.0 in the College at Brockport courses used to satisfy co-requisite, business core, upper-level accounting, business electives and/or business internship.
5. All General Education, upper-division (300/400 level) course work, and GPA requirements of The College at Brockport must be met, including an overall cumulative GPA of at least 2.0 in all College at Brockport course work used to meet bachelor’s degree requirements.
6. No courses graded “Pass/Fail” or “Satisfactory/Unsatisfactory” may be counted toward the major requirements.

Transfer Course and Grade Policy: Accounting students are bound by the policies concerning transfer courses and grades described earlier in the section titled “Guidelines and Policies Pertaining to all Department Programs and Courses.” A grade of “C” or higher is required to transfer accounting courses (ACC prefix); other required business, economics, computer and math courses must be completed with a grade of at least “C-.” In general, the department’s

accounting course numbered ACC 386 cannot be transferred in. A minimum of 12 credits of 300/400-level accounting course work, including all required 400-level courses, must be taken at The College at Brockport.

Participation in Assessment Activities: Accounting students are bound by the policies concerning assessment activities described earlier in the section titled “Guidelines and Policies Pertaining to All Department Programs and Courses.” In addition to other required assessment exams, accounting majors are required to participate in an Accounting Assessment Exam, given in ACC 487 Auditing, every semester. Students who are absent when assessment exercises are conducted may be required to repeat the exercise as a condition of passing the course.

Course Requirements for the Accounting Major

1. Prerequisite Course Requirements (21 credits)

Students must earn a minimum GPA of 2.5 in the following seven program entrance requirement courses, with no grade lower than “C” in courses with an ACC prefix and no grade below “C-” in the other courses to earn admission to the major. Note that this 2.5 minimum GPA includes transfer grades.

	Credits
CIS 106 End-user Computing	3
ECN 201 Principles of Economics - Micro	3
ECN 202 Principles of Economics - Macro	3
ECN 204 Introduction to Statistics	3
ACC 281 Introduction to Financial Accounting	3
ACC 282 Introduction to Managerial Accounting	3
MTH 201 Calculus I	
OR	
MTH 221 Calculus for Business	3
Total:	21

Note: An Introductory statistics course from another discipline may be substituted for ECN 204. However, credit will be allowed for only one introductory statistics course.

It is expected that full-time students will complete all program entrance requirement courses no later than the first semester of their junior year. Part-time students should complete program entrance requirements before beginning 300-level business courses.

2. Major Course Requirements

Completion of the accounting major requires a minimum cumulative grade point average of 2.0 in the courses taken under 2a, 2b and 2c below, with no grade less than “C” in ACC-prefix courses and no grade less than “C-” in all other courses.

2a. Corequisite Courses (12 credits)

	Credits
Professional Skills Corequisites:	
ACC 283 Introduction to Accounting Systems and Software	3
ENL 308 Business Writing	3
Analytical Skills Corequisites	
ECN 304 Intermediate Statistics	3
AND one of the following four courses:	3
ECN 301 Intermediate Microeconomics	
ECN 302 Intermediate Macroeconomics	
ECN 305 Managerial Economics	
BUS 461 Production and Operations Management	
Total:	12

Note: (1): ECN 301 and 305 may not both be taken for credit.

2b. Business Core Courses (24 credits)

	Credits
BUS 325 Principles of Finance	3

BUS 335	Principles of Marketing	3
BUS 345	International Business Environment	3
BUS 366	Organizational Behavior	3
BUS 375	Business Law I	3
BUS 376	Business Law II	3
BUS 475	Strategic Management	3
AND one of the following four finance electives:		3
BUS 420	Short-term Financial Management	
BUS 421	Investment Analysis and Portfolio Management	
BUS 422	Corporate Financial Policy	
ECN 321	Money and Banking	
Total:		24

Note: All 400-level courses must be taken at The College at Brockport.

Note: ACC 282 is not a prerequisite for BUS 325. However it is strongly recommended that students complete ACC 282 before BUS 325.

2c. Upper-level Accounting Courses (21 credits)		Credits
ACC 385	Intermediate Accounting I	3
ACC 386	Intermediate Accounting II	3
ACC 388	Cost Accounting	3
ACC 485	Federal Income Tax I	3
ACC 486	Advanced Accounting	3
ACC 487	Auditing	3
ACC 488	Federal Income Tax II	3
Total:		21

Note: All 400-level accounting courses must be taken at The College at Brockport. Only declared department majors or minors are allowed to take 400-level courses.

It is strongly recommended that all accounting majors complete ACC 389 during their junior or senior year. This one-credit course is required for participation in CPA firm student recruiting events, though it is not required for degree completion.

3. Other Requirements:

In addition to the major course work described above, accounting majors must meet all of the College at Brockport's General Education requirements. It is very important for students, especially transfer students, pursuing the accounting major and completing the 120-credit program, to work closely with their advisor to understand the requirements to sit for the CPA exam in New York State at the completion of 120 credits. Students should also work closely with their advisor on requirements to pursue licensure as a Certified Public Accountant in New York State.

Business Administration Major

The business administration major prepares students to assume entry-level positions in a number of functional areas. It also offers excellent preparation for graduate or law school study. Students must choose a specialty, and are able to specialize in management or pre-law.

Business Administration Degree Requirements

All business administration majors are bound by the policies, terms and conditions described earlier in the section above titled "Guidelines and Policies Pertaining to all Department Programs and Courses." Business administration majors must complete all The College at Brockport General Education requirements and degree requirements for students earning the Bachelor of Science. Students earning a degree in business administration must complete four groups of

courses: (1) program entrance requirements, (2) corequisites, (3) the business core, and (4) a specialization of their choosing (management or pre-law). See “Course Requirements for the Business Administration Major” below for details.

Course-Grade and GPA Requirements for the Major in Business Administration

Students pursuing the business administration major must satisfy four course-grade and GPA requirements as follows:

1. A student’s cumulative GPA in the program entrance requirement courses is used to determine whether the student will be admitted to the major. Students must earn a minimum GPA of 2.5 in the program entrance requirement courses, with no grade lower than “C-,” to be granted admission to the major in business administration. Transfer grades are included in this GPA.
2. Students must earn a grade of at least “C-” in each course used to satisfy a business administration major requirement. This applies to the program entrance requirement courses, corequisites, business core courses, and specialization course requirements described in “Course Requirements for the Business Administration Major” below.
3. Students must earn an overall cumulative GPA of at least 2.0 in the The College at Brockport courses used to satisfy the corequisite, business core, and specialization course requirements described in “Course Requirements for the Business Administration Major” below.
4. All General Education, upper-division (300/400 level) course work, and GPA requirements of The College at Brockport must be met, including an overall cumulative GPA of at least 2.0 in all The College at Brockport course work used to meet bachelor’s degree requirements.

Course Requirements for the Business Administration Major

Students must satisfy program entrance requirements, corequisite, business core, and specialization course requirements as specified below. Students may complete multiple specializations, but should remember that a maximum of 54 credits of course work with a BUS prefix, including transferred courses, internships and independent studies, can be applied toward the 120 credits required to graduate.

1. Program Entrance Requirements (21 credits, must be completed before declaring the major): Program entrance requirement courses provide a foundation for upper-division course work. As described in “Course Grade and GPA Requirements for the Major in Business Administration” above, grades in these courses are used to determine admission to the major.

			Credits
CIS	106	End-user Computing	3
ECN	201	Principles of Economics - Micro	3
ECN	202	Principles of Economics - Macro	3
ECN	204	Introduction to Statistics	3
ACC	281	Introduction to Financial Accounting	3
ACC	282	Introduction to Managerial Accounting	3
MTH	201	Calculus I	
OR			
MTH	221	Calculus for Business	3
Total:			21

Notes:

(1) It is expected that full-time students will complete all program entrance requirement courses no later than the first semester of their junior year. Part-time students should complete program entrance requirements before beginning 300-level business courses.

(2) An introductory statistics course from another discipline (e.g., psychology) may be substituted for ECN 204. However, credit towards graduation will be allowed for only one introductory statistics course.

2. Major Course Requirements

Completion of the business major requires a minimum cumulative GPA of 2.0 in the **corequisite**, **core**, and **specialty area** courses requirements specified in 2a, 2b and 2c below. Students must earn a grade of at least “C-” in *each* course to satisfy degree requirements.

2a. Corequisite Requirements (10 credits)

	Credits
ENL 308 Business Writing	3
ECN 304 Intermediate Statistics	3
BUS 317 Management Information Systems	
OR	
BUS 461 Production and Operations Management	3
BUS 389 Business Careers Seminar	1
Total:	10

Note: Either BUS 317 or BUS 461 may be taken to satisfy the corequisite requirement or as a management specialty elective, but neither counts for both requirements individually. Each course meets only one requirement.

2b. Business Core Requirements (21 credits)

	Credits
BUS 325 Principles of Finance	3
BUS 335 Principles of Marketing	3
BUS 345 International Business Environment	3
BUS 366 Organizational Behavior	3
BUS 375 Business Law I	3
BUS 378 Business, Government, and Society	3
BUS 475 Strategic Management	3
Total:	21

Notes:

(1) BUS 475 must be taken at The College at Brockport.

(2) ACC 282 is not a prerequisite for BUS 325. However, it is strongly recommended that students complete ACC 282 before BUS 325.

2c. Business Specialty Options (12-15 credits)

Students must complete at least one of the specialty areas described below. Students may take additional specialty courses on an elective basis. Note that, if the pre-law specialization is selected, at least five courses must be completed. Regardless of which area of specialization is selected, students should consult with their academic advisor to determine which combination of specialty area courses is most consistent with the students’ professional goals. After matriculating at The College at Brockport, students must take all 400-level business and economics courses at the College.

Management Specialty (12 credits)

The management specialization prepares students for success in a wide variety of management-related careers. Management students’ career options may include general management, human resource management, information systems management, operations management, retail management and small business management. The specialty is also ideal for students seeking a general management degree, and is especially appropriate for those who envision going to graduate school and/or seeking promotions in their current career paths.

To complete the management specialty, students must take both of the following two courses:

	Credits
BUS 368 Management Skills	3
BUS 369 Management Topics Seminar	3

and must complete at least two electives from the list below:

BUS 317 Management Information Systems	3
BUS 415 Data Management	3
BUS 417 Systems Analysis and Design	3
BUS 418 Advanced MIS	3
BUS 461 Production and Operations Management	3
BUS 462 Quality Management Systems	3
BUS 463 Small Business Management	3
BUS 464 Electronic Commerce	3
BUS 465 Human Resources Management	3
BUS 467 Employment Law and Compliance	3
BUS 468 Advanced Human Resources Management	3

Note: Neither BUS 317 nor BUS 461 may be counted for both the corequisite requirement and the specialty requirement.

Note that some courses are not offered each year, and some of the courses above are only offered in the fall or the spring. Check with your advisor or each individual course's description at the end of the department's section in this catalog for details on timing of offerings.

Pre-law Specialty (15 credits)

The pre-law specialization is designed specifically for business students interested in attending law school. Students completing the specialization are able to make informed decisions about pursuing a law degree, elevate skills and cognitive abilities that are key to success in law school, and develop a fuller understanding of various aspects of the law, the legal profession, and the legal environment. Students who choose not to enter law school are able to pursue business-related careers and graduate programs.

To complete the pre-law specialty, students must complete the following three courses:

	Credits
BUS 376 Business Law II	3
PLS 320 Law and the Legal Process	
OR	
CRJ 305 The Adjudication Process	3
CRJ 311 Criminal Law	3

and at least two electives from the list below:

ECN XXX: Any upper-division economics course not used to meet business corequisite requirements.	3
BUS 467 Employment Law and Compliance	3
CRJ 313 Constitutional Criminal Procedure	3
CRJ 315 Constitutional Law of the Detained	3
CRJ 438 Security Law	3
ENL 305 Advanced Composition	3
PHL 305 History of Modern Philosophy	3
PHL 342 Business Ethics OR PHL 321 Medical Ethics	3
PLS 324 Constitutional Law I	3
PLS 326 Constitutional Law II	
OR	
CRJ 483 Fair Trial/Free Press Conflicts	3

Notes:

(1) Students may substitute an approved six-credit (or greater) internship for one of the elective courses listed above. PLS 492, 493, 495 and OAP 413 (in law practice), are all approved internship experiences. Other experiences may be used, provided that they are approved in writing by the student's business advisor.

(2) Students completing this specialty should take PHL 102, 104 or 202 to satisfy a General Education humanities requirement. Students should consider using electives to take all three courses

(3) Students in the pre-law specialty are encouraged to complete a minor in economics, criminal justice, philosophy, or political science. Students may also wish to complete a second specialization in the business administration program

(4) Students may wish to consult with the Area Coordinator for Pre-law in designing their program. Call (585) 395-2623 for an appointment.

Finance Major

The Finance major is appropriate for students who have an interest in a finance-related career, including corporate financial analysis, cash management, brokerage, banking, investment banking, marketing financial instruments and insurance, and personal financial and estate planning. In addition to providing a solid foundation for graduate work in business and finance, the major also prepares students to pursue professional certification, including the Certified Treasury Professional® exam, required for the CTP® designation.

Finance Degree Requirements

All finance majors are bound by the policies, terms, and conditions described earlier in the section above titled "Guidelines and Policies Pertaining to all Department Programs and Courses." Finance majors must complete all The College at Brockport General Education requirements and degree requirements for students earning the bachelor of science. Students earning a degree in finance must complete four groups of department-required courses: (1) program entrance requirements, (2) corequisites, (3) the business core, and (4) upper-level specialty courses. Details are provided below.

Course-Grade and GPA Requirements for the Major in Finance

Students pursuing the finance major must satisfy four course-grade and GPA requirements as follows:

1. A student's cumulative GPA in the program entrance requirement courses is used to determine whether the student will be admitted to the major. Students must earn a minimum GPA of 2.5 in the program entrance requirement courses, with no grade lower than "C-," to be granted admission to the major in finance. Transfer grades are included in this GPA.
2. Students must earn a grade of at least "C-" in each course used to satisfy a finance major requirement. This applies to the program entrance requirements, corequisite, business core, and specialization course requirements described in Course Requirements for the Finance Major" below.
3. Students must earn an overall cumulative GPA of at least 2.0 in the The College at Brockport courses used to satisfy the corequisite, business core, and specialization course requirements described in "Course Requirements for the Finance Major" below.
4. All General Education, upper-division (300/400 level) course work, and GPA requirements of The College at Brockport must be met, including an overall cumulative GPA of at least 2.0 in all The College at Brockport course work used to meet bachelor's degree requirements.

1. Program Entrance Requirements (21 credits, must be completed before declaring the major): Prerequisite courses provide a foundation for upper-division course work. As described in “Course Grade and GPA Requirements for the Major in Finance” above, grades in prerequisite courses are used to determine admission to the major.

	Credits
CIS 106 End-user Computing	3
ECN 201 Principles of Economics - Micro	3
ECN 202 Principles of Economics - Macro	3
ECN 204 Introduction to Statistics	3
ACC 281 Introduction to Financial Accounting	3
ACC 282 Introduction to Managerial Accounting	3
MTH 201 Calculus I	
OR	
MTH 221 Calculus for Business	3
Total:	21

Notes:

(1) It is expected that full-time students will complete all program entrance requirement courses no later than the first semester of their junior year. Part-time students should complete program entrance requirements before beginning 300-level business courses.

(2) An introductory statistics course from another discipline (e.g., psychology) may be substituted for ECN 204. However, credit towards graduation will be allowed for only one introductory statistics course.

2. Major Course Requirements

Completion of the Finance major requires a minimum cumulative GPA of 2.0 in the corequisite, core and specialty area courses requirements specified in 2a, 2b and 2c below. Students must earn a grade of at least “C-” in each course to satisfy degree requirements.

2a. Corequisite Requirements (10 credits)

	Credits
ENL 308 Business Writing	3
ECN 302 Intermediate Macroeconomics	3
ECN 304 Intermediate Statistics	3
BUS 389 Business Careers Seminar	1
Total:	10

2b. Business Core Requirements (21 credits)

	Credits
BUS 325 Principles of Finance	3
BUS 335 Principles of Marketing	3
BUS 345 International Business Environment	3
BUS 366 Organizational Behavior	3
BUS 375 Business Law I	3
BUS 378 Business, Government, and Society	3
BUS 475 Strategic Management	3
Total:	21

Notes:

(1) BUS 475 must be taken at The College at Brockport.

(2) ACC 282 is not a prerequisite for BUS 325. However it is strongly recommended that students complete ACC 282 before BUS 325.

2c. Upper Level Specialty Courses

Finance students *must* complete the following two courses:

		Credits
BUS	421 Investment Analysis and Portfolio Management	3
BUS	422 Corporate Financial Policy	3

Finance students must also complete at least two electives from the list below.

At least one elective must be from group A.

Group A Finance Electives

BUS	420 Short-term Financial Management	3
BUS	428 Seminar in Finance	3
BUS	445 International Financial Management	3

Group B Finance Electives

ACC	385 Intermediate Accounting I	3
ACC	388 Cost Accounting	3
ECN	321 Money and Banking	3
ECN	425 Financial Institutions	3

Notes:

- (1) Finance students must take ECN 302 to satisfy their corequisite requirement.
- (2) Only one course from Group B may be used to satisfy finance specialty requirements. However, finance students are encouraged to take additional Group B courses as electives or to complete the economics minor.
- (3) BUS 428 is not offered each year, and other courses above are only offered in the fall or the spring. Check with your advisor or each individual course's description at the end of the department's section in this catalog for details on timing of offerings.

International Business and Economics Major

The International Business and Economics major provides an interdisciplinary education that includes foreign-language proficiency and cross-cultural awareness. Students gain knowledge and develop skills relevant to conducting business in the international domain. Graduates are prepared for careers with organizations with international operations.

International Business and Economics Degree Requirements

All international business majors are bound by the policies, terms and conditions described earlier in the section titled "Guidelines and Policies Pertaining to all Department Programs and Courses." International business and economics majors must complete all The College at Brockport General Education requirements and degree requirements for students earning a bachelor of arts.

The international business and economics major requires completion of 18 credits of program entrance requirement courses (1 below), 27 credits of international business core courses (2 below), foreign-language proficiency at the 212 (four-semester) level or higher (3 below), 12 credits of cross-cultural core courses (4 below), and a significant foreign experience (5 below). See "Course Requirements for the International Business and Economics Major" and "Course-Grade and GPA Requirements for the International Business and Economics Major" below for details.

Course-Grade and GPA Requirements for the International Business and Economics Major

Students pursuing the international business and economics major must satisfy course-grade and GPA requirements as follows:

1. A student's cumulative GPA in the program entrance requirement courses is used to determine whether a student will be admitted to the major. Students must earn a mini-

- mum GPA of 3.0 in the program entrance requirement courses, with no grade lower than “C-,” to declare the major in international business and economics.
- Students must earn a grade of at least “C-” in each course used to satisfy program entrance requirement courses and international business core courses specified in “Course Requirements for the International Business and Economics Major” below.
 - Completion of the international business and economics major requires an overall cumulative GPA of 2.0 in the courses used to satisfy the international business core, foreign-language, cross-cultural core, and foreign experience requirements specified in “Course Requirements for the International Business and Economics Major” below.
 - All General Education, upper-division (300/400-level) course work, and GPA requirements of The College at Brockport must be met, including an overall cumulative GPA of at least 2.0 in all The College at Brockport course work used to meet bachelor’s degree requirements.

Course Requirements for the International Business and Economics Major

Students must satisfy (1) program entrance requirements, (2) international business core, (3) foreign language, (4) cross-cultural core, and (5) foreign-experience requirements as specified below.

1. Program Entrance Requirements (18 credits must be completed before declaring the major)

Program entrance requirement courses provide a foundation for upper-division course work. As described in “Course Grade and GPA Requirements for the Major in International Business” above, grades in these courses are used to determine admission to the major.

		Credits
CIS	106 End-User Computing	3
ECN	201 Principles of Economics - Micro	3
ECN	202 Principles of Economics - Macro	3
ECN	204 Introduction to Statistics	3
ACC	281 Introduction to Financial Accounting	3
MTH	2XX Calculus-level Math requirement (see 2 below)	3
Total:		18

Notes:

(1) It is expected that full-time students will complete all program entrance requirement courses no later than the first semester of their junior year. Part-time students should complete program entrance requirements before undertaking a substantial number of 300-level business courses

(2) The MTH 2XX requirement is typically satisfied by taking Calculus I (MTH 201), Business Calculus (MTH 221), or Finite Math (MTH 245). However, any mathematics course at or above the level of MTH 201 (excluding MTH 243, 313 and 441) can be used to satisfy the math requirement.

(3) Students are encouraged to take both ACC 281 and ACC 282.

(4) An introductory statistics course from another discipline (e.g., psychology) may be substituted for ECN 204. However, credit toward graduation will be allowed for only one introductory statistics course.

2. International Business Core Requirements (27 credits)

		Credits
BUS	317 Introduction to Management Information Systems	3
BUS	325 Principles of Finance	3
BUS	335 Principles of Marketing	3
BUS	345 International Business Environment	3
BUS	433 International Marketing	3
BUS	445 International Financial Management	3

BUS	453	International Business Seminar	3
BUS	462	Quality Management Systems	3
ECN	443	International Economics	3

Total:	27
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3. Foreign Language (3 or more credits assumed)

Credits

One 212-level or higher course in a foreign or second language.

3

4. Cross-cultural Core (12 credits)

12

Four cross-cultural courses (see *Suggested Cross-cultural Courses* below)

Cross-cultural courses are typically upper division, internationally focused, social science courses focusing on current cultural issues. With the written approval of the student's advisor, an appropriate internship may also be used to satisfy up to six hours of this requirement.

5. Additional Requirement: Foreign Experience (required for graduation)

Students are required to participate in a significant foreign experience. Subject to written approval of the student's advisor and the department, this requirement can be satisfied by:

1. completing an overseas (foreign country) internship,
2. participating in a study abroad program,
3. completing an appropriate domestic internship (typically with a local business heavily engaged in international commerce), or
4. completion of two 300-level courses in a foreign language with a grade of "C" or higher in each course. *International business majors may not graduate without completing the foreign experience requirement.*

In completing the foreign experience requirement, international business and economics majors can take advantage of one of The College at Brockport's many opportunities to study abroad. Overseas programs may take the form of traditional studies or an internship program. With one of the largest study abroad programs in the nation, The College at Brockport has programs in England, France, Costa Rica, Mexico, Australia, Ghana, Jamaica, Russia, Germany, The Netherlands and many other locations. Summer programs include countries such as Greece, Australia, Mexico, England and Costa Rica. Internship opportunities are available with many organizations and businesses in Australia, Canada, England, Mexico, Costa Rica, Scotland and Germany.

Suggested Cross-cultural Courses

The following courses are approved for use in satisfying cross-cultural core requirements. Additional and/or alternative courses may be approved by the department for inclusion in the cross-cultural core. The department maintains an updated list of qualified courses in Hartwell Hall, Room 119.

AAS	302	History of South Africa
AAS	317	Prejudice, Personality and Culture (every semester)
AAS	360	Africa Today (every semester) (A,D,I,W)
AAS	404	Cultures of Sub-Saharan Africa
AAS	408	Pan-Africanism
AAS	420	Overseas Seminar in Africa (1-15 Cr.)
AAS	460	Modern Africa (I)
AAS	485	The Jamaica Seminars
ANT	315	The Migration Experience (spring) (I,W)
ANT	316	Food and Culture (I,W)
ANT	321	Culture Change (spring) (I,W)
ANT	330	World Poverty and Underdevelopment (fall) (I)
ANT	332	China in Transition (every semester) (I)
CMC	418	Intercultural Communication

CRJ	451	International Criminal Justice Systems
CRJ	465	Terrorism and the Criminal Justice System
DCC	310	Human Heritage and Experience
DCC	315	Society and Culture II
ENL	353	The Bible and Modernism (C,I)
ENL	357	Postmodern Culture (I)
ENL	366	Arabic Culture and the West (C,D,I)
ENL	455	Sociolinguistics
ENL	474	Caribbean Literature (W)
FCE	375	Latin-American Women (C,I,W)
FCE	420	Multiculturalism in the US (I)
FRN	355	France Under the Fifth Republic
HST	341	Middle East Crisis: Historical Perspective (C)
HST	343	History of the Soviet Union (I)
HST	361	History of Early Modern Japan
HST	363	Islam (C)
HST	364	History of Britain
HST	376	Modern Latin America
HST	388	Traditional China (C)
HST	389	Modern China (C)
HST	421	America Since 1929
HST	424	The United States and the World
HST	434	Modern Caribbean History
HST	438	Women and Gender in Latin American History
HST	460	Modern Africa (I)
HST	467	Modern South Asia (C)
HST	487	Asian Survey (C)
PLS	304	International Relations Simulations
PLS	305	Politics of European Integration
PLS	333	American Foreign Policy
PLS	338	Global Issues (I,W)
PLS	340	European Political System
PLS	342	Latin-American Politics
PLS	343	Canadian Politics and Society
PLS	346	Russian and Eastern European Politics (C)
PLS	348	Asian Politics
PLS	383	Mid-East in World Politics
PLS	410	International Political Economy
PLS	444	National Security
PLS	470	Nationalism
PLS	475	Political Geography
PSH	437	Psychology and Jewish Studies
REL	315	International Tourism (every semester) (D,I,W)
SOC	306	Development and Globalization (I)
SOC	317	Prejudice, Personality and Culture
SOC	325	Social Class, Status and Power
SPN	352	Hispanic World Today (C)
SPN	353	Literature and Cultures of Spain I
SPN	363	Literature and Cultures of Spain II
SWO	321	Human Diversity (D)
WMS	323	History of European and American Women (W)
WMS	375	Latin American Women (A,C,I,W)
WMS	438	Women and Gender in Latin American History

Marketing Major

The marketing major is appropriate for students interested in careers in the various marketing functions of businesses and not-for-profit organizations. Career opportunities in marketing are extensive and diversified, including opportunities in consumer and industrial sales, supply chain management, direct marketing, marketing management, marketing research, merchandising, promotion, public relations, sales management and retail management. In addition, the marketing major provides an excellent foundation for students pursuing graduate studies in business or marketing.

All marketing majors are bound by the policies, terms and conditions described earlier in the section above titled “Guidelines and Policies Pertaining to all Department Programs and Courses.” Marketing majors must complete all College at Brockport General Education requirements and degree requirements for students earning the bachelor of science. Students earning a degree in marketing must complete four groups of department and department-related courses: (1) program entrance requirements, (2) corequisites, (3) the business core, and (4) upper-level specialty courses. See “Course Requirements for the Marketing Major” below for details.

Course-Grade and GPA Requirements for the Major in Marketing

Students pursuing the marketing major must satisfy four course-grade and GPA requirements as follows:

1. A student’s cumulative GPA in the program entrance requirement courses is used to determine whether the student will be admitted to the major. Students must earn a minimum GPA of 2.5 in the program entrance requirement courses, with no grade lower than “C-,” to be granted admission to the major in marketing. Transfer grades are included in this GPA.
2. Students must earn a grade of at least “C-” in each course used to satisfy a marketing major requirement. This applies to the program entrance requirement courses, corequisite, business core, and the marketing specialty course requirements described in “Course Requirements for the Marketing Major” below.
3. Students must earn an overall cumulative GPA of at least 2.0 in The College at Brockport courses used to satisfy the corequisite, business core, and the marketing specialty course requirements described in “Course Requirements for the Marketing Major” below.
4. All General Education, upper-division (300/400 level) course work, and GPA requirements of The College at Brockport must be met, including an overall cumulative GPA of at least 2.0 in all The College at Brockport course work used to meet bachelor’s degree requirements.

1. Program Entrance Requirement Courses (21 credits, must be completed before declaring the major): Program entrance requirement courses provide a foundation for upper-division course work. As described in “Course Grade and GPA Requirements for the Major in Marketing” above, grades in program entrance requirement courses are used to determine admission to the major.

	Credits
CIS 106 End-user Computing	3
ECN 201 Principles of Economics - Micro	3
ECN 202 Principles of Economics - Macro	3
ECN 204 Introduction to Statistics	3
ACC 281 Introduction to Financial Accounting	3
ACC 282 Introduction to Managerial Accounting	3
MTH 201 Calculus I	
OR	
MTH 221 Calculus for Business	3
Total:	21

Notes:

(1) It is expected that full-time students will complete all program entrance requirement courses no later than the first semester of their junior year. Part-time students should complete program entrance requirement courses before beginning 300-level business courses.

(2) An introductory statistics course from another discipline (e.g., psychology) may be substituted for ECN 204. However, credit toward graduation will be allowed for only one introductory statistics course.

2. Major Course Requirements

Completion of the marketing major requires a minimum cumulative GPA of 2.0 in the corequisite, core, and specialty area courses requirements specified in 2a, 2b and 2c below. Students must earn a grade of at least "C-" in each course to satisfy degree requirements.

2a. Corequisite Requirements (10 credits)

	Credits
ENL 308 Business Writing	3
ECN 304 Intermediate Statistics	3
BUS 389 Business Careers Seminar	1
BUS 317 Management Information Systems	
OR	
BUS 461 Production and Operations Management	
OR	
ECN 301 Intermediate Microeconomics	
OR	
ECN 305 Managerial Economics	3
Total:	10

2b. Business Core Requirements (21 credits)

	Credits
BUS 325 Principles of Finance	3
BUS 335 Principles of Marketing	3
BUS 345 International Business Environment	3
BUS 366 Organizational Behavior	3
BUS 375 Business Law I	3
BUS 378 Business, Government, and Society	3
BUS 475 Strategic Management	3
Total:	21

Notes:

(1) BUS 475 must be taken at The College at Brockport.

(2) ACC 282 is not a prerequisite for BUS 325. However it is strongly recommended that students complete ACC 282 before BUS 325.

2c. Upper Level Marketing Specialty Courses (15 Credits)

Marketing students *must* take the following two courses:

	Credits
BUS 440 Business-to-Business Marketing	3
BUS 441 Marketing Management	3
Total:	6

Marketing students must also select a minimum of three electives from the list below.

	Credits
BUS 432 Sales Management	3
BUS 433 International Marketing	3
BUS 435 Consumer Behavior	3
BUS 436 Marketing Research	3
BUS 437 Integrated Marketing Communications	3
BUS 438 Supply Chain Management	3
BUS 498 Internship	3-9
	<hr/>
Total:	9

Notes:

(1) Only 3 credits from BUS 498 will count towards this requirement.

Minor Programs in Business Administration and Economics

Minor in Accounting

All students pursuing the minor in accounting are bound by the policies, terms, and conditions described earlier in the section above titled “Guidelines and Policies Pertaining to All Department Programs and Courses.” A minor in accounting consists of 18 credits of selected accounting course work as described in “Course Requirements” below, with a minimum of 9 of the 18 credits being completed at The College at Brockport. A student’s cumulative GPA in the College at Brockport courses used to satisfy requirements of the minor must be at least 2.0. The minor in accounting is open to all majors except students majoring in accounting.

Course Requirements

	Credits
ACC 281 Introduction to Financial Accounting	3
ACC 282 Introduction to Managerial Accounting	3
ACC 283 Accounting Systems and Software	3
ACC 385 Intermediate Accounting I	3
ACC 386 Intermediate Accounting II	3
One additional ACC elective from the following:	
ACC 388, ACC 485, ACC 486, ACC 487, ACC 488, ACC 489	3
	<hr/>
Total:	18

Note: Minors should carefully check the catalog to see if they have completed the program entrance requirements for the electives that they choose. After matriculation, all 400-level courses must be taken at The College at Brockport.

Minor in Business Administration

All students pursuing the minor in business are bound by the policies, terms and conditions described earlier in the section above titled “Guidelines and Policies Pertaining to all Department Programs and Courses.” A minor in business consists of 21 credits of selected business and economics course work as described in “Course Requirements” below, with a minimum of 12 credits of course work completed at The College at Brockport. A student’s cumulative GPA in the Brockport courses used to satisfy requirements of the minor must be at least 2.0.

Declaring the Minor in Business Administration

To declare the minor in business administration, students are required to have (1) a 3.0 GPA or higher over a minimum of 30 credits, and (2) a grade of “B” or better in one of the following math courses: MTH 111 (college algebra), 122, 201, 202, 221, 245 or 281. **Students not meeting the GPA requirement will NOT be permitted to declare and complete the minor.** Students should declare the minor in business immediately after completing any one of the required courses. It is important to declare a minor as soon as possible as it will allow the department to plan for enrollments and ensure that an adequate number of course seats are available

for students enrolled in the minor in business administration. The forms required to declare the minor are available in 119 Hartwell Hall.

Course Requirements	Credits
ECN 201 or ECN 202 Introductory Economics (or ECN 100)	3
ACC 280 Introduction to Accounting	3
ECN 204 Introduction to Statistics or equivalent	3
BUS 325 Principles of Finance (prerequisites include MTH 111 or equivalent)	3
BUS 335 Principles of Marketing	3
BUS 365 Principles of Management	3
One additional BUS/ECN course at the 300/400 level, <i>excluding BUS 366</i>	3
Total:	21

Notes: (1) Students may substitute the ACC 281 and ACC 282 sequence for ACC 280. (2) An introductory statistics course from another discipline (e.g., psychology) may be substituted for ECN 204. However, credit toward graduation will be allowed for only one introductory statistics course. (3) Students must complete the minor with an overall GPA of 2.0 in the courses taken at The College at Brockport. (4) Students majoring in accounting, business administration, finance, international business and economics, or marketing may not declare a business minor. (5) The number of minors may be limited to ensure an adequate number of seats for business majors; students should declare the minor as soon as possible to ensure admission.

Advisement: The department's Advisement Coordinator provides pre-registration approval for courses in the minor. Appointments may be scheduled by calling (585) 395-2623.

Minor in Economics

All students pursuing a minor in economics are bound by the policies, terms, and conditions described earlier in the section above titled "Guidelines and Policies Pertaining to All Department Programs and Courses."

A. Economics Minor with a Liberal Arts Major

Eighteen credits must be successfully completed, including: ECN 201, 202, 301, 302 and two additional upper-division economics courses. ECN 305 may be substituted for ECN 301, but both courses may not be taken for credit. A minimum of nine credits of course work must be completed at The College at Brockport. A student's cumulative GPA in the Brockport courses used to satisfy requirements of the minor must be at least 2.0.

B. Economics Minor with a Major in Accounting, Business Administration, Finance, or Marketing

ECN 201, 202, 302, 304 and 301 or 305, plus one additional upper-division economics course must be successfully completed. A minimum of nine credits of course work must be completed at The College at Brockport. A student's cumulative GPA in the Brockport courses used to satisfy requirements of the minor must be at least 2.0. The minor in economics is not open to students majoring in international business and economics.

Minor in Finance

All students pursuing the minor in finance are bound by the policies, terms, and conditions described earlier in the section above titled "Guidelines and Policies Pertaining to all Department Programs and Courses." A minor in finance consists of 21 credits of selected business and economics course work as described in "Course Requirements" below, with a minimum of 12 credits of course work completed at The College at Brockport. A student's cumulative GPA in the College at Brockport courses used to satisfy requirements of the minor must be at least 2.0. The minor in finance is not open to declared majors in accounting, business administration, finance, marketing, or international business and economics. The minor in finance is excellent

preparation for students who are planning to take the actuary exam but are not majoring in a business discipline. Students are required to have successfully completed (C- or higher) CIS 106 or possess equivalent word processing and spreadsheet skills.

Course Requirements	Credits
ACC 280 or ACC 281 Introductory Accounting	3
ECN 201 Principles of Microeconomics	3
ECN 204 Introduction to Statistics	3
BUS 325 Principles of Finance	3
BUS 421 Investment Analysis and Portfolio Management	3
BUS 422 Corporate Financial Policy	3
One additional finance elective chosen from BUS 420, BUS 428, BUS 445, or ECN 425	3
Total:	21

Notes:

(1) Minors should carefully check the catalog to see if they have completed the prerequisites for the electives that they choose.

(2) Departmental course descriptions are listed under Accounting (ACC), Business Administration (BUS) and Economics (ECN):

(3) Whenever the terms “MTH 111 or higher” or “MTH 201 or higher” are used, the following math courses are excluded: MTH 243, 313 and 441.

Note: All programs are subject to change and new programs may be offered, pending approval from all of the relevant authorities, including the College Senate, the College president, SUNY System Administration, and the New York State Department of Education. Interested parties should seek up-to-date information from the home page of the Department of Business Administration and Economics at www.brockport.edu/bus-econ/ or may contact the department office at (585) 395-2623.

DEPARTMENT OF BUSINESS ADMINISTRATION AND ECONOMICS COURSES

ACC 280 Introduction to Accounting (B). *Prerequisite:* MTH 111 or equivalent. Surveys aspects of financial and managerial accounting with an emphasis on analysis and interpretation of financial statements and the preparation and uses of management reports for decision-making. Intended for majors outside the Department and does not meet the requirements for any majors offered by the Department. 3 Cr. Every Semester.

ACC 281 Introduction to Financial Accounting (B). *Prerequisite:* MTH 111 or higher. Provides an introduction to generally accepted accounting principles used to classify, value, and record assets, liabilities, stockholder equity, revenues and expenses. Preparation, interpretation and analysis of financial statements are discussed. Also, the importance of accounting information for interested parties outside the enterprise is addressed. Ethical codes and professional conduct of accountants are examined. 3 Cr. Every Semester

ACC 282 Introduction to Managerial Accounting (B). *Prerequisite:* ACC 281. Provides an introduction to accounting information used by business managers to make short- and long-term decisions. Topics include cost accumulation and

product costing, cost/volume/profit analysis, budgeting, standard costing and variance analysis, job order and process costing, activity-based costing, and capital budgeting. 3 Cr. Every Semester.

ACC 283 Introduction to Accounting Systems and Software (B). Prerequisites: ACC 281 and CIS 106. Provides an introduction to accounting information systems. Topics include the role of the accountant in information systems, ethics issues, risks in information systems, ERP systems, e-commerce, business processes, internal control, documenting accounting information systems (task modeling) and REA model for data modeling. Computer software applications include Excel, Access, and a general ledger program with an extensive amount of software use required. 3 Cr. Every Semester.

ACC 385 Intermediate Accounting I (B). *Prerequisite:* ACC 282. Covers the accounting cycle and preparation of general purpose financial statements. Examines the theoretical, conceptual and procedural aspects of generally accepted accounting principles related to assets including: cash, receivables, inventories, plant assets, and intangible assets. 3 Cr. Every Semester.

ACC 386 Intermediate Accounting II (B).

Prerequisite: ACC 385. Examines the theoretical, conceptual and procedural aspects of generally accepted accounting principles related to corporate bonds and notes, leases, pensions and stockholders' equity. Revenue recognition methods, accounting for income taxes, and preparation of the statement of cash flows are also examined. 3 Cr. Every Semester.

ACC 388 Cost Accounting (B).

Prerequisite: ACC 282, MTH 221 or 201 Recommended. Focuses on the internal accounting problems of business dealing with cost behavior, cost accounting systems, budgeting, and performance measurement. Includes topics such as cost-volume-profit analysis, variance analysis, standard costing procedures, and managerial decision analysis. 3 Cr. Every Semester.

ACC 389 Accounting Profession Seminar (B).

Prerequisites: ACC 282, ACC 385 (may be taken concurrently). Develops the professional acumen of accounting students, consistent with the expectations of accounting firms. Examines accounting as a profession, focusing on expected professional commitment and work behaviors of accounting professionals. Requires students to conform to a mandatory dress code and to participate in events sponsored by professional accounting organizations. Accounting majors should complete this seminar in their junior year. 1 Cr. Fall.

ACC 485 Federal Income Tax I (B).

Prerequisites: ACC 385; declared departmental major or minor. An introduction to the US Federal system of income taxation. Emphasis is on understanding conceptual basis of taxation and tax treatment of common transactions, including items of income, exclusion, deduction, and credit. Property transactions and tax research are introduced. In addition, the use of software to prepare tax returns is addressed. 3 Cr. Every Semester.

ACC 486 Advanced Accounting (B).

Prerequisite: ACC 386; declared departmental major or minor. Examines accounting and reporting for partnerships, branch operations, consolidated financial statements, and multi-national corporations. 3 Cr. Every Semester.

ACC 487 Auditing (B).

Prerequisites: ACC 283 and ACC 386; declared departmental major or minor. Examines the theory, concepts, principles, and procedures under generally accepted auditing standards for external audits by CPAs. Topics include evidence, internal control, audit risk, statistical sampling, tests of controls, and substantive tests. The AICPA Code of Conduct and legal liability are also discussed, with the emphasis on ethical conduct and responsibility of auditors. 3 Cr. Every Semester.

ACC 488 Federal Income Tax II (B).

Prerequisite: ACC 485; declared departmental major or minor. Examines the Federal income taxation of corporations, shareholders, partners and partnerships. Topics include tax effects of entity formation, operations, distributions and liquidations. Emphasizes factors in choosing a type of business entity. Estate and gift taxation are introduced. Tax software is used to prepare tax returns and to perform tax research. 3 Cr. Every Semester.

ACC 489 Accounting for Not-For-Profit Entities (B).

Prerequisites: ACC 386; declared departmental major or minor. Examines the unique accounting characteristics of governmental and not-for-profit entities. Course content includes basic coverage of funds and fund accounting, as well as theory and procedures from GASB statements. Students are introduced to the basic accounting procedures related to various funds, legally required budgetary accounts, financial statement preparation, proper footnote disclosure, and other reporting issues. 3 Cr.

ACC 498 Accounting Internship (A).

Prerequisites: ACC 282, ACC 283, declared departmental major; and department approval. Provides supervised experience in an accounting environment, with an opportunity to apply concepts learned in accounting course work. Also provides an opportunity for students to better understand (1) accounting career opportunities, (2) the accounting work culture, and (3) the high level of professional acumen required to be successful in accounting. Recommended for all accounting majors without accounting work experience. 1-6 Cr. Every Semester by arrangement.

ACC 499 Independent Study in Accounting (A).

Prerequisites: ACC 283 and ACC 386; declared departmental major. Allows students to pursue accounting topics and/or projects beyond those covered in regularly scheduled accounting courses. Arranged in consultation with the instructor-sponsor who will supervise and direct the student. Registration requires completion of forms prior to the beginning of the semester. 1-6 Cr.

BUS 260 Professional Skills and Acumen (B).

Discusses and develops skills that are key to success as a manager, including leadership, time management, workload management, communication, team work, interaction with colleagues and customers, presentation and writing skills, and professional comportment. This one-credit, 15-week course is required of all students in the management track of the business degree and establishes expectations for writing, presentation, and team exercises in all management track courses. 1 Cr.

BUS 317 Introduction to Management Information Systems (A). *Prerequisites:* CIS 106 and either ACC 280 or ACC 281. Explores the use of information systems in organizations. Examines how different types of information systems are used to enhance performance of organizations, management, and employees. Introduces the systems development process and the management of information resources, including data, hardware, software, infrastructures and personnel. Introduces and applies the key theories and frameworks in the discipline, such as systems theory and value chains. Develops an intermediate level of end-user computing skills and assumes introductory-level knowledge of MS Office applications. 3 Cr. Every Semester

BUS 325 Principles of Finance (A). *Prerequisites:* ACC 280 or 281, ECN 100 or ECN 201 and 202, ECN 204, MTH 111 or higher. Provides a foundation in corporate financial decision-making. Covers the corporate environment, time value of money, risk and return, diversification, market efficiency, and valuation. Applies these concepts to financial analysis and planning, capital budgeting and financing. (Note: Declared minors in business may enroll in the course with ECN 100 or ECN 201 or ECN 202.) 3 Cr. Every Semester.

BUS 335 Principles of Marketing (A). Examines the business function that identifies current un-filled needs and wants, defines and measures their magnitudes, determines which target markets the organization can best serve, and decides upon appropriate products, services, and programs to serve these markets. Topics include product development and test-marketing, product planning and new product introduction, and methods of product promotion and service marketing. 3 Cr. Every Semester

BUS 345 International Business Environment (A). Analyzes the environmental aspects of foreign countries, the ability to promote trade with other countries, and the sovereign rights of other nations and their people. 3 Cr. Every Semester.

BUS 365 Principles of Management (A). Discusses the relationship of the management function with other functional areas, and provides an overview of the full span of managerial responsibilities in business organizations. Does not fulfill any requirement for any business administration major. Is a required course for business administration minors. 3 Cr. Every Semester.

BUS 366 Organizational Behavior (A). *Prerequisites:* ENL 308 and CIS 106. Examines individual behavior in organizational settings. Emphasis is given to the coordinated efforts of managing diverse work forces into fully functional organizational entities, highlighting theories and

practices that facilitate motivation, control, and success of the organization. Includes topics such as human motivation, leadership, group dynamics, communications, organizational development, organizational culture, cross-cultural and global issues. Open to majors and intents only in business administration and accounting. 3 Cr. Every Semester.

BUS 368 Project Management (A). *Prerequisites:* declared departmental major or minor; CIS 106; ENL 308 strongly advised. This course seeks to develop skills that are key to success as a manager, with emphasis on applying interpersonal, leadership, time management, conflict resolution, communication, team and presentation skills. 3 Cr. Every Semester.

BUS 375 Business Law I (A). Provides basic knowledge of the legal environment of business, including, but not limited to, the judicial system, criminal law, torts, and contracts. 3 Cr. Every Semester.

BUS 376 Business Law II (A). *Prerequisite:* BUS 375. Continues the concepts of BUS 375 with topics including but not limited to, sales, agency, business entities, securities regulations, secured transactions, bankruptcy, and negotiable instruments. 3 Cr. Every Semester.

BUS 378 Business, Government and Society (A). *Prerequisite:* ENL 308. Investigates the of market and nonmarket business environments to develop the student's ability to critically analyze commercial, social, and ethical situations from the perspectives of different organizational shareholders. Topics include globalization, public policy, government regulation, consumer rights, corporate social responsibility, the environment and employment rights. 3 Cr. Every Semester.

BUS 389 Business Careers Seminar (A). *Prerequisite:* declared departmental major or minor. Students should complete this seminar before their senior year. Helps students develop their own competitive profile and plan for post-graduation. Develops the students' understanding of the career resources available to them, career paths, and opportunities in business, and how to find and prepare for jobs and interviews. Internships and graduate school options are also discussed. Requires students to conform to a mandatory dress code of professional business attire. 1 Cr. Every Semester.

BUS 415 Data Management (A). *Prerequisites:* declared departmental major or minor; BUS 317 or instructor's permission; ENL 308 strongly advised. Develops knowledge and skills with regard to issues of data management and database design. Focuses on data management issues of importance to business organizations including database

administration, security, and privacy. Introduces emerging data management issues including data warehousing, data mining, and shared database access through a LAN or the Web. Continues to develop student skills with database software. *3 Cr. Fall.*

BUS 417 Systems Analysis and Design (B). *Prerequisite: BUS 317 or CIS 304, or instructor's permission; declared departmental major or minor; ENL 308 strongly advised.* Provides an in-depth examination of the processes, methods, and tools used to develop information systems. *3 Cr. Spring.*

BUS 418 Advanced Management Information Systems (A). *Prerequisite: BUS 317 or CIS 304, or instructor's permission; declared departmental major or minor; completion of ENL strongly advised.* Addresses contemporary issues, methods, and applications reflecting emerging trends and technology in the field of Management Information Systems. Emphasizes knowledge and skills relevant to the contemporary workplace, including end-user and business applications. Utilizes relevant literature and instructional materials, analysis of cases and situations, and use of software packages as appropriate. Topics change over time so students should check with instructor prior to registration to confirm interest in subjects to be addressed. *3 Cr. Fall.*

BUS 420 Short-Term Financial Management (A). *Prerequisite: BUS 325; declared departmental major or minor.* A CTP« Associate course. Provides a comprehensive introduction to short-term financial management and working capital management, including cash management systems, management of corporate liquidity, receivables and payables management, banking and payments systems. Allows students who successfully complete the course with a grade of "B" or better to be currently eligible to take the Certified Treasury Professional (CTP) exam and acquire the CTP designation. *3 Cr. Every Semester.*

BUS 421 Investment Analysis and Portfolio Management (A). *Prerequisite: BUS 325; declared departmental major or minor.* Provides an introduction to modern investment theory and analysis. Covers the organization and functioning of securities markets, risk and return relationships, modern portfolio theory, asset pricing models, efficient markets and arbitrage concepts, stocks, bonds, options, futures, mutual funds, convertibles, and warrants. *3 Cr. Every Semester.*

BUS 422 Corporate Financial Policy (A). *Prerequisite: BUS 325; declared departmental major or minor.* Provides in-depth coverage of corporate financial analysis and policy stressing agency theory, valuation, market efficiency, capital budgeting under conditions of certainty and uncertainty,

capital structure, bankruptcy, underwriting, and dividend policy. Extensive analysis of real-world data, case studies, and spreadsheet analysis. *3 Cr. Every Semester.*

BUS 428 Seminar in Finance (A). *Prerequisites: ECN 304 and either BUS 421 or BUS 422 declared departmental major or minor.* Addresses recent developments in the area of corporate financial policy and/or investment analysis. Includes a review of recent literature, analysis of cases and situations, and use of software packages as appropriate. Topics rotate, so students should check with instructor to confirm interest in the subjects to be addressed. *3 Cr. Spring.*

BUS 432 Sales Management (A). *Prerequisite: BUS 335; declared departmental major or minor.* Treats the responsibilities and challenges of managing the sales function. Stresses analytical and interpersonal skills, including planning, organizing, directing, motivating, and controlling a sales organization. Examines legal and ethical issues. *3 Cr. Spring.*

BUS 433 International Marketing (A). *Prerequisite: BUS 335; declared departmental major or minor.* Examines and analyzes the similarities and differences among domestic and foreign markets. Includes in the analysis consumers, 4 Ps (product, price, place, promotion), uncontrollable variables, and implementation of the marketing concept in a foreign market. Also investigates the coordination and integration of a firm's national marketing program with its foreign marketing program. *3 Cr. Every Semester.*

BUS 435 Consumer Behavior (A). *Prerequisite: BUS 335; declared departmental major or minor.* Explores how individual and group behavior affects marketing decisions, and how to market the right product/service to proper market segments. Relates behavior characteristics to product, price, place and promotion. *3 Cr. Fall.*

BUS 436 Marketing Research (A). *Prerequisites: BUS 335 and ECN 304; declared departmental major or minor.* Covers marketing information, proper techniques for problem identification, and use of research methodology and techniques to define problems, using primary and secondary data sources. *3 Cr. Spring.*

BUS 437 Integrated Marketing Communications (A). *Prerequisites: BUS 435; declared departmental major or minor.* Provides an overview of promotional policies, the relationship between promotional policy and marketing process, and the promotional policy in the context of the behavioral sciences. Discusses how to evaluate and select the best form of communication for the potential customer. *3 Cr. Spring.*

BUS 438 Supply Chain Management (A). *Prerequisite:* BUS 335; *declared departmental major or minor.* Explores the management of resource transformations between raw material and end user, via value-added in manufacturing, marketing, or logistics. 3 Cr. Fall.

BUS 440 Business-To-Business Marketing (A). *Prerequisite:* BUS 335; *declared departmental major or minor.* Explores the marketing of goods and services to manufacturers, public entities, government agencies, and other private and public organizations for use in the production of goods and services. 3 Cr. Fall.

BUS 441 Marketing Management (A). *Prerequisite:* BUS 335; *declared departmental major or minor; and senior status.* Provides an introduction to marketing problems as they relate to proprietary and public organizations, and decisions needed in product and service pricing, distribution and promotional strategy. Uses case analyses. 3 Cr. Spring.

BUS 445 International Financial Management (A). *Prerequisite:* BUS 345 or *instructor's permission; declared departmental major or minor.* Covers the theories and practical aspects of international financial management. Includes topics such as international payments mechanisms, exchange market operations, arbitrage and hedging, spot and forward exchange, long-term international capital movements, international financial institutions, accounting, and taxation. 3 Cr. Fall.

BUS 453 International Business Seminar (A). *Prerequisites:* BUS 325, BUS 335, BUS 345, *senior status, declared departmental major or minor, and declared international business major.* Addresses contemporary and emerging issues in international business, including strategic issues. 3 Cr. Fall.

BUS 461 Production and Operations Management (A). *Prerequisites:* *declared departmental major or minor. ENL 308 strongly advised.* Focuses on issues and techniques associated with managing the day-to-day operations of the firm. Includes these topics: decision making, forecasting, project management, quality, inventory management, production planning, production methods, product design, location planning, facilities layout, scheduling, purchasing, and capacity planning. 3 Cr. Every Semester.

BUS 462 Quality Management Systems (A). *Prerequisites:* *declared departmental major or minor; ENL 308 strongly advised.* Discusses and contrasts various organizational systems and behaviors that promote product and service quality. Investigates micro-level individual behaviors and macro-level organizational issues and policies that impact quality. Helps students understand how some management and organizational systems

represent barriers to quality. Explores how approaches to quality differ across the international business community. Includes these topics: TQM, continuous improvement, process reengineering, benchmarking, statistical process control, and ISO standards. 3 Cr. Spring.

BUS 463 Small Business Management (A). *Prerequisite:* BUS 317; *ENL 308 strongly advised, declared business major or minor.* For the prospective small business manager who needs the tools and techniques essential for starting, building and maintaining a successful enterprise. Includes topics helpful to the successful operation of the small business, especially finance, marketing, production, personnel, inventory control, purchasing, planning, cost control, computer systems and entrepreneurial leadership. 3 Cr. Fall.

BUS 464 Electronic Commerce (A). *Prerequisites:* *ENL 308 and BUS 317 or instructor's permission; declared departmental major or minor.* Explores issues, methods, and opportunities associated with electronic forms of business focusing on Web-based commerce. Topics include: business models, transaction processing, marketing issues, legal issues, security concepts and issues, hardware, software, technology, business planning, and management issues. Teaches students the various aspects of designing and running an Internet business. 3 Cr. Spring.

BUS 465 Human Resource Management (A). *Prerequisite:* BUS 366; *declared departmental major or minor; ENL 308 is strongly advised.* Undertakes a broad survey of the human resources management issues faced by contemporary organizations. Topics include: human resource planning, recruitment, selection, orientation, training and development, performance management, compensation and benefits, employment law, unions, and collective bargaining. Students should take BUS 465 before enrolling in BUS 467 or 468. 3 Cr. Fall.

BUS 467 Employment Law and Compliance (A). *Prerequisite:* BUS 375; *declared departmental major or minor.* It is recommended that students complete BUS 465 prior to taking this course. Examines the relationship between public policy and current human resource management practices. Places major emphasis on developing an understanding of the legal rights and responsibilities of employees and employers in the employment relationship. Considers the content, enforcement, interpretation, and day-to-day application of employment laws. 3 Cr. Fall.

BUS 468 Advanced Human Resource Topics (A). *Prerequisite:* BUS 465 or *instructor's permission; declared departmental major or minor.* Explores and further elaborates on key topics introduced in BUS 465. Topics include recruitment and selec-

tion, performance management and development, and compensation and benefits administration. Places particular emphasis on developing skills and knowledge necessary for entry-level positions in human resource management. 3 Cr. *Spring*.

BUS 469 Management Topics Seminar (A). *Prerequisites:* declared departmental major or minor; ENL 308. Using business cases, contemporary examples and the business press, students explore topics pertinent to the management field. Projects and readings are both applied and analytical in content. 3 Cr. *Every Semester*.

BUS 475 Strategic Management (A). *Prerequisites:* BUS 325, BUS 335, BUS 345, BUS 366, ENL 308, declared departmental major or minor, and senior status. Capstone course that integrates material from earlier core courses and applies theories and models of strategic management to analyze real-world data, solve complex business problems, and analyze business case studies. Group-based research, analysis, and presentation are an integral part of this course. 3 Cr. *Every Semester*.

BUS 490 Senior Thesis Research (A). *Prerequisites:* Minimum GPA 3.25, declared business major, completion of 18 upper-division business credits. Part of a two-semester course of study aimed at providing students an opportunity to acquire in-depth knowledge in a specialized area. Allows students to select a faculty member willing to serve as their thesis advisor. Requires students to identify a research topic and conduct background research to include the preparation of an introduction and bibliography. Requires the data to be collected by the end of the semester. 3 Cr. *By Arrangement*.

BUS 491 Senior Thesis (A). *Prerequisite:* BUS 490. Provides a continuation of BUS 490. Requires students to analyze collected data, explain the results and prepare conclusions. Requires the thesis to be in proper thesis format according to departmental procedures. 3 Cr. *By Arrangement*.

BUS 498 Internship (B). *Prerequisites:* junior or senior status, declared major in business administration (any concentration) or major in international business and economics. Students must have a minimum 2.75 GPA in the major and a minimum overall 2.5 GPA. This internship is not open to intents to major. Open to declared majors in business administration or international business and economics with junior or senior standing. Provides supervised experience in a business environment. Required application forms are available through the department's internship coordinator or on the Web at: www.brockport.edu/bus-econ/career/students/interns_overview.htm. 1-6 Cr. *Every Semester*.

BUS 499 Independent Study in Business Administration (A). *Prerequisite:* declared departmental major or minor. Entails special projects in business under the direction of individual staff members. Arranged in consultation with the instructor-sponsor and in accordance with the procedures of the Office of Academic Advisement prior to registration. 1-6 Cr. *By Arrangement*.

ECN 100 Contemporary Economic Problems (A,S). Covers economic reasoning through the application of essential economic principles, basic principles underlying competing economic systems, and differences between macro- and micro-economic theory as applied to current issues confronting the American economic system. ECN 100 does not meet the requirements for any major in the department. 3 Cr. *Every Semester*.

ECN 201 Principles of Economics - Micro (A). *Prerequisite:* MTH 111 or equivalent. Covers issues of scarcity and choice; determination of prices, demand and supply, production, cost, behavior of the firm, and the role of government. 3 Cr. *Every Semester*.

ECN 202 Principles of Economics - Macro (A). Covers problems of the aggregate economy and the policies used to control those problems. 3 Cr. *Every Semester*.

ECN 204 Introduction to Statistics (A). *Prerequisite:* MTH 111 or equivalent. Covers basic concepts of statistical analysis, including descriptive statistics, probability and expected value, sampling, and estimation. Note: Students who have received credit for BIO 431, MTH 243, PSH 202, PLS 300, SOC 200, or transfer credit for an elementary statistics course at another institution may waive ECN 204. Students will not receive credit for both ECN 204 and another elementary statistics course. 3 Cr. *Every Semester*.

ECN 301 Intermediate Microeconomics (A). *Prerequisites:* ECN 201, ECN 202 and MTH 111. Covers the basic tools and techniques of microeconomic analysis, the theory of consumer behavior and demand, theory of the firm and market equilibria, and input markets. 3 Cr. *Every Semester*.

ECN 302 Intermediate Macroeconomics (A). *Prerequisites:* ECN 201, ECN 202 and MTH 111. Covers the basic tools of macroeconomic analysis, including the determination of national income, employment and price levels, an analysis of macroeconomic stabilization policies, and economic growth. 3 Cr. *Every Semester*.

ECN 304 Intermediate Statistics (A). *Prerequisites:* ECN 204 and MTH 111. Includes inferential statistics, index numbers, regression

and correlation analysis, time series analysis, and chi-square tests. Emphasizes both the proper use and possible abuse of statistical methods in the context of business and economic applications. 3 Cr. Every Semester.

ECN 305 Managerial Economics (A). *Prerequisites:* ECN 201, ECN 202 and MTH 111. Provides an introduction to the economic analysis of business decisions. Includes decision theory, demand theory, and the economic theory of production and costs. 3 Cr. Spring.

ECN 321 Money and Banking (A). *Prerequisites:* ECN 201 and ECN 202. Covers the role of money in the modern economy, emphasizing the role of depository institutions, and the evolution of the central banking structure together with domestic and international monetary policy. 3 Cr. Fall.

ECN 361 Labor Market Analysis (A). *Prerequisite:* ECN 201. Focuses on the issues and the analysis of labor markets. Includes wage determination and income distribution, skill structure of the work force, unionism and unemployment. 3 Cr.

ECN 425 Financial Institutions (A). *Prerequisite:* ECN 302, declared departmental major or minor. Covers financial institutions, their operations, and the interrelationships among those that operate in the domestic and international money and capital markets, with emphasis on current problems and issues. 3 Cr. Spring.

ECN 443 International Economics (A). *Prerequisites:* ECN 201 and ECN 202; declared departmental major or minor. Uses basic economic tools to study pure trade theory and interrelations between the domestic and the international economy. Examines the basis of trade; gains from trade; theory and practice of protection; nature, disturbance, and readjustment of the balance of payments; international monetary systems; internal and external balance; macroeconomic coordination; exchange rate variation; and other topics. 3 Cr. Spring.

ECN 485 Economic Research (A). *Prerequisites:* ECN 304; ECN 302 and either ECN 305 or ECN 301; declared departmental major or minor. Emphasizes the skills of inquiry, analysis, and communication required of a professional economist. Helps students learn to find information, analyze it, and communicate the results of their analysis. 3 Cr.

ECN 490 Senior Thesis Research (A). *Prerequisite:* declared departmental major. Part of a two-semester course of study aimed at providing students with an opportunity to acquire in-depth knowledge in a specialized area. Allows students to select a faculty member willing to serve as their thesis advisor. Requires students to identify a research topic, and conduct background research to include the preparation of an introduction and bibliography. The data should be collected by the end of the semester. 3 Cr. By Arrangement.

ECN 498 Economics Internship (A). *Prerequisite:* declared departmental major. Provides supervised experience in a work environment, with an opportunity to apply concepts learned in economics course work. Provides an opportunity for students to better understand career opportunities in the field of economics, including careers related to economic development, economic planning, international trade, banking systems, and banking policy. Helps students understand the professional expectations of employers and the work culture. 1-6 Cr. Every Semester.

ECN 499 Independent Study in Economics (A). *Prerequisite:* declared departmental major. Entails special projects in economics under direction of individual staff members. Arranged in consultation with the instructor-sponsor and in accordance with procedures of the Office of Academic Advisement prior to registration. 1-6 Cr. By Arrangement.