

# THE BELK COLLEGE OF BUSINESS ADMINISTRATION

*Dean:* Professor Lilly; *Associate Dean:* Associate Professor Conboy; *Assistant Dean:* Associate Professor Hogue

**Mission and Objectives.** The Belk College of Business Administration serves the people of the Charlotte region and the State of North Carolina, as well as selected national and international communities. The College serves these constituents through the delivery of undergraduate and graduate programs in business administration and related interdisciplinary fields and through the development and dissemination of new knowledge. Through continuous improvement, the College seeks to maintain high standards in its programs and its intellectual contributions. In carrying out its mission, the College is committed to maintaining diversity within the faculty and student body.

To accomplish its mission, the faculty of the College engages in three major activities: teaching, intellectual contributions, and public service. The College believes that scholarship informs teaching and, therefore, the College emphasizes both teaching and intellectual contributions. The College values the work of the faculty in the discovery of new knowledge through basic research and its practical applications. The College's commitment to excellence in teaching ensures that the scholarship of teaching through instructional development is recognized as an important form of intellectual contribution. Faculty engage in a third activity of public service through outreach programs, applied scholarship, and other activities that promote the economic health and the development of the region.

In support of this mission, the College has the following strategic objectives:

- To provide and support undergraduate education through a broad range of programs in business administration that are excellent in quality, current in curricula, and relevant to business practice
- To provide and support graduate programs of distinction that serve the needs of the community, meet the demands of the student population, utilize the expertise of the faculty, and support the University mission
- To encourage and support the faculty in areas of basic research, applied research, instructional development and in their efforts to secure funding for intellectual contributions
- To develop and maintain research programs of distinction that support the economic competitiveness and the development of the greater Charlotte metropolitan region and state
- To meet the needs of the community for the continued development of leadership, management, and technical skills in business and other organizations through executive education and other outreach programs

- To develop and maintain lifelong partnerships with the alumni of the College.

**Programs.** The Belk College of Business Administration offers the following bachelor's degree programs:

*Bachelor of Science degree in Accounting.* This program offers full academic preparation for the Certified Public Accountant (CPA) designation.

*Bachelor of Science in Business Administration degree.* The B.S.B.A. degree encompasses a full range of academic disciplines within the area of business administration. The degree provides breadth in the context and operation of the business enterprise through the business core curriculum and depth in a specialized area through the selection of a major. Majors are offered in:

Finance  
Industrial and Operations Management  
International Business  
Management  
Management Information Systems  
Marketing

*Bachelor of Arts degree in Economics.* This program offers a Business Administration emphasis and a Social Science emphasis. The Department of Economics also offers a minor in Economics.

*Honors Program:* The Business Honors Program is available to undergraduate students majoring in one of the College's degree programs. Students meeting eligibility requirements enroll in specialized coursework designed to provide enhanced challenges and learning opportunities in business administration.

Programs are designed so that transfer students from community colleges and other institutions may enter the program and complete their degree requirements in the last two years of their college work. Students planning to take their first two years in community colleges should inform their advisor or counselor of their intent to apply to UNC Charlotte so that their program may be tailored to facilitate transfer.

The College offers several master's programs, including the Master of Business Administration, the Master of Science (M.S.) degree in Economics, and the Master of Accountancy. Programs are designed to accommodate the needs of both full-time and part-time students. (*See the Graduate Catalog for information about these programs.*)

**Accreditation.** All of the degree programs offered by The Belk College of Business Administration are accredited by the AACSB--The International Association for Management Education. AACSB is the premier accrediting agency for bachelor's, master's, and doctoral degree programs in business administration and accounting.

AACSB is also the professional organization for management education

### **Course Level and Course Prerequisite Restrictions:**

The Belk College strongly enforces course level and course prerequisites. Freshman and sophomore level classes should be completed while the student is a freshman and sophomore, and upper-division classes (3000 level) are restricted to students with junior or senior standing. Students must meet the prerequisites stated for courses in the College. A student may not enroll in any class for which the student has not completed the prerequisites. Students enrolling in MGMT 3280, Business Policy, must have achieved senior level status and have completed all core classes.

**College Residency Requirements:** In addition to meeting University residency requirements, all students seeking undergraduate degrees in The Belk College must complete at least 50% of the required business credit hours and 50% of the required credit hours in the upper-level major at UNC Charlotte. Additionally, at least half of the hours required for an undergraduate degree in The Belk College of Business must be taken outside of the College.

**Experiential Learning Opportunities.** Students are encouraged to participate in professional work experiences that support academic and career development. The College is working with the University Career Center to expand experiential learning offerings to enable more students to graduate with career-related experience. The largest of these programs is Cooperative Education.

*Cooperative Education* involves professionally related, paid work experiences in multiple semesters. It does not offer academic credit, but it is noted on the student's transcript. To participate in this program, students must have a GPA of at least 2.5, meet specific departmental requirements, and pay a participation fee. Approval for enrollment must be arranged before the student begins the work experience. Most students begin this program during their junior year; transfer students must complete one semester at UNC Charlotte before making application for the program. Students maintain full-time student status during their co-op work semesters.

For further information, and to explore other credit and non-credit experiential learning opportunities including internships, contact the major Department Chairperson or the University Career Center.

### **Evening and Weekend Courses and Summer Sessions.**

All courses required in the Bachelor of Science in Business Administration degree program and the Bachelor of Science degree program in Accounting are offered in the evening, as well as during the day. The Master of Business Administration and the Master of Accountancy degree programs are offered in the evening. A program of summer offerings is also available. Some coursework is also available on weekends.

**Scholarships.** There are several scholarships available for students in The Belk College of Business Administration. Some of the scholarships are designated to recognize

academic excellence in the junior and senior years. Further information can be obtained from the Financial Aid Office.

### **PRE-ACCOUNTING, PRE-BUSINESS, AND PRE-ECONOMICS**

Students who do not meet all requirements for direct admission to the upper-division of the College are admitted to the lower-division, provided the student meets College admission requirements. Students seeking the B.S. degree in Accounting are designated as Pre-Accounting majors. Students seeking the B.S.B.A. degree with a major in Finance, International Business, Management, Management Information Systems, Marketing, or Operations Management are designated as Pre-Business Majors. Students seeking the B.A. degree in Economics are designated as Pre-Economics majors. Students may be admitted to the upper-division major once all progression requirements are satisfied. Progression requirements for each major are described in the sections that follow.

Students must have progressed to an upper-division major to be eligible to enroll in the upper-division electives. Lower-division students may not enroll in MGMT 3280.

### **BUSINESS HONORS PROGRAM**

The Business Honors program provides students access to a range of opportunities designed to stimulate their thinking and broaden their exposure to topics related to business issues.

*Admission.* Students majoring in The Belk College of Business Administration must complete an *Application for Admission* to the Honors Program in Business and conduct an interview with the Program Coordinator. Admission to the program is based on the student's demonstrated Honors potential (determined by examining GPA, SAT scores, courses completed, academic and other distinctions, and other factors) and availability of space in the program. If the GPA's of a student admitted to the program drop below those required for graduation for two successive semesters, the student will be dismissed from the program.

*Courses.* Students in the Business Honors Program must complete a minimum of 18 semester hours including BUSN 3780 and 3790, nine hours in business honors sections, and three hours from the University Honors Program. Honors courses cannot be repeated.

*Certification Requirements.* To graduate with "Honors in Business," a student must complete the required Honors courses, submit an application for Honors Candidacy at least two semesters prior to graduation, receive a grade of at least *B* in BUSN 3790, and present a GPA of at least 3.3 overall and 3.3 in all Honors courses for which a grade was assigned.

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## Department of Accounting

*Chairperson:* Professor Wiggins; *Professors:* Godfrey, Schroeder; *Professors Emeriti:* Turner; *Associate Professors:* Bhamornsiri, Burton, Cathey, Guinn, Malmgren; *Associate Professor Emeritus:* Hinson, Williamson; *Assistant Professors:* Blanthorne, McWhorter, Sevin; *Big-Five Endowed Chair in Accounting:* Wiggins; *Lecturer:* Piazza

### Mission of the Department of Accounting

The mission of the Department of Accounting at the University of North Carolina at Charlotte is to prepare qualified students of diverse backgrounds for careers in professional accounting and business, and to engage in activities that result in meaningful intellectual contributions. The Department also seeks to promote the accounting profession through interaction with the business community.

### Program Objectives

The program provides a learning environment in which students acquire conceptual and technical knowledge in the accounting and business areas as well as other essential capabilities for a successful career. The undergraduate accounting curriculum is designed to enable students to:

- effectively develop, measure, analyze, validate, and communicate financial and other information,
- understand the concepts and methods of economics, finance, marketing, quantitative methods, management, information systems and business, and
- develop skills, competencies and learning capacities that are essential for a broad education.

### Program Outcomes

Graduates should have an excellent foundation for careers in business, accounting and professional accounting. A student who plans to become licensed as a certified public accountant in North Carolina must complete an additional 30 semester hours of academic study beyond the undergraduate accounting education. A student can meet this requirement by completing the Master of Accountancy Program.

### Accreditation

The Accounting program is accredited by the AACSB—The International Association for Management Education. AACSB is the premier accrediting agency for bachelor's, master's and doctoral degree programs in business administration and accounting. AACSB also is the professional organization for management education.

### BACHELOR OF SCIENCE

In addition to the General Education requirements of the University, the following **21** courses are required for a B.S. degree in Accounting: ACCT 2121, 2122, 3311, 3312, 3330, 3340, 3350, and 4220; BLAW 3150; MGMT 3160; ECON2101 and 2102; FINN 3120; INFO 2130 and 3130; MATH 1120; MGMT 3140 and 3280; MKTG 3110; OPER 3100; and STAT 1220.

A student must take at least 90 hours outside of Accounting and must take at least 54 hours outside The Belk College. At least 50% of the accounting business credit hours required for an Accounting degree must be earned at the University of North Carolina at Charlotte. At least 50% of the required accounting courses at the 3000 level or higher must be completed at UNC Charlotte.

To obtain a B.S. degree in Accounting, a student must meet the University requirements of a GPA of at least 2.0 overall and in the 21 courses for the major listed above, and must have a 2.0 GPA in all 3000 and 4000 level required business and accounting courses with no more than one D left standing for these courses. When a student repeats a course for credit, both the old grade and the new grade are included in the computation described in the preceding sentence. Approval by the Chair of the Accounting Department is required before a student may repeat a course for credit more than once. Consult the Department of Accounting for a Suggested Schedule to complete the B.S. degree with a major in Accounting.

**Requirements.** To be accepted into the accounting major and to progress into the upper division of the College, a student must have: (1) attained junior standing; (2) completed ACCT 2121 and 2122, ECON 2101 and 2102, MATH 1120, and STAT 1220 with an average GPA of 2.4 or better and a C or better in each course; (3) earned at least a C in INFO 2130 (Introduction to Business Computing) or have passed the College Microcomputer Proficiency Test; (4) have a GPA of at least 2.5 for all academic work; and (5) filed an approved "Program of Study" in the College Office of Student Records. Students may attempt each of the six courses in (2) above a maximum of two times. All attempts are used in the calculation of overall GPA and major GPA. Students who are not successful in earning the required 2.5 GPA are ineligible for continuation in The Belk College.

**Classification as Pre-Accounting Students.** Students seeking admission to the accounting major will be classified as pre-accounting students within the Belk College of Business Administration until they qualify for acceptance to the accounting major. Pre-accounting students who have earned at least 60 hours are permitted to enroll in core business courses if they have met the course prerequisites and have earned at least a C in INFO 2130 or have passed the College Microcomputer Proficiency Test. Students must complete all requirements and be accepted into an upper-division major to be eligible to enroll in MGMT 3280 and the upper-division business electives.

The following Accounting courses are limited to students with a major in The Belk College of Business Administration: (1) ACCT 3311, (2) ACCT 3312, (3) ACCT 3330, and (4) ACCT 3340. The following Accounting courses are limited to students with an upper-division major in The Belk College of Business Administration: (1) ACCT 3350, and (2) ACCT 4220. All other Accounting courses at the 3000 level or higher are limited to Accounting majors except ACCT 3200.

**Core, Mathematics and Statistics Requirements.** Courses that fulfill the College core and mathematics and statistics requirements are: ACCT 2121, 2122; BLAW 3150; ECON2101 and 2102; FINN 3120; INFO 2130 and 3130; MGMT 3140 and 3280; MKTG 3110; OPER 3100; MATH 1100 and 1120; and STAT 1220.

**Internship.** Because the Department is committed to experiential learning, it allows for Accounting majors to use one internship for academic credit. Consent of the Department is required before starting the internship. A minimum of ACCT 3312 (Intermediate Financial Accounting II) with a *C* or better and an overall GPA of at least 2.0 are required. The student may not have a current or prior work history with the internship company.

**Cooperative Education Program.** Students in the Department of Accounting may obtain practical work experience related to their major by participating in the Cooperative Education Program. The work experience arranged in coordination with the University Career Center must be closely related to the study of accounting and must be approved by the Co-op Advisor in the Accounting Department.

To be eligible for cooperative education, students must be juniors who have an overall GPA of at least 2.5 and have completed the progression courses required by The Belk College of Business Administration. Transfer students must complete at least 12 hours at UNC Charlotte to be eligible for cooperative education. Completion of courses related to the co-op position may be required prior to the co-op work experience. These courses will be established by the Co-op Advisor. Students must complete either two full-time alternating semesters of work or three consecutive part-time work semesters while taking a reduced academic load of no more than nine credit hours. Students selected to work in a public accounting firm or for an internal audit position may complete program requirements by working one semester and either writing a paper or making a formal presentation before faculty and students.

## Department of Business Information Systems and Operations Management

*Chairperson:* Khouja; *Professors:* Barnes, Cooper, Saydam; *Associate Professors:* Hogue, Kumar, Robbins, Stylianou; *Assistant Professors:* Craighead, Park, O'Malley, Smith, Winter; *Lecturers:* J. Geurin, Otto, Prasad, Setzler.

The Business Information Systems and Operations Management Department offers majors in two dynamic disciplines - Management Information Systems (MIS) and Industrial and Operations Management (IOM). The focus of these majors is development of information technology and operations managers who can enhance the productivity of the firm in a knowledge-driven economy. Both majors offer students an integrated background in the functional areas of business and focus on enhancing problem-solving and critical-thinking skills using current technology.

A major in MIS involves the application of information technology and analytical skills to the solution of organizational problems and opportunities for innovation. MIS graduates are prepared for positions in the design, planning, development, implementation, and management of e-business information systems and systems support.

A major in IOM focuses on the efficient use of resources to provide quality goods and services. IOM enables students to pursue such careers in supply chain management, production planning, project management, quality assurance, and operations. Environments in which IOM graduates are in high demand include health care, government, manufacturing, and service industries.

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Students majoring in Management Information Systems receive a Bachelor of Science in Business Administration degree with a major in Management Information Systems. The B.S.B.A. degree requires a minimum of 120 semester hours, including 42 hours of core courses within The Belk College of Business Administration, 21 hours in the major (beyond the core), nine hours of mathematics and statistics, and completion of the University General Education requirements. In addition to the nine hours of mathematics and statistics, at least 42 hours of coursework must be taken outside The Belk College of Business Administration.

Students majoring in Industrial and Operations Management receive a Bachelor of Science in Business Administration degree with a major in Industrial and Operations Management. The B.S.B.A. degree requires a minimum of 120 semester hours, including 42 hours of core courses within The Belk College of Business Administration, 15 hours in the major (beyond the core), nine hours of mathematics and statistics, and completion of the University General Education requirements. In addition to the nine hours of mathematics and statistics, at least 42 hours of coursework must be taken outside The Belk College of Business Administration.

Courses that fulfill the College core and mathematics and statistics requirements are: ACCT 2121, 2122; BLAW 3150; ECON 2102, 2102, and 3125; FINN 3120; INFO 2130 and 3130; MGMT 3140, 3160, and 3280; MKTG 3110; OPER 3100; MATH 1100 and 1120; and STAT 1220. Students must have a GPA of at least 2.0 for all academic work and for the major with no more than one *D* left standing in the major. Courses for computation of the GPA in the major include the business core, mathematics courses, and hours specified for the MIS or IOM major. No course may be repeated more than twice.

**Progression Requirements.** To be accepted into the MIS major and to progress into the upper division of the College, students must have: (1) attained junior standing; (2) successfully completed the required progression courses (ACCT 2121 and 2122; ECON 2101 and 2102; INFO 2130, MATH 1120; and STAT 1220) with a grade of *C* or better in each course; (3) a minimum overall grade point average of 2.5 and have a minimum grade point average of 2.5 in the seven progression courses listed above.

Students may attempt each of the above seven courses a maximum of two times. In the calculation of the minimum 2.5 GPA for these seven courses, only grades from the most recent attempt will be included.

*Pre-Business* students who have earned at least 60 hours are permitted to enroll in core business courses if they have

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met the course prerequisites and either have earned at least a C in INFO 2130 or have passed the College Microcomputer Proficiency Test. Students must complete all progression requirements and be accepted into an upper-division major to be eligible to enroll in MGMT 3280 and the upper-division business electives.

**Cooperative Education Program.** Management Information Systems and Industrial/Operations Management majors may obtain practical work experience related to their major by participating in the cooperative education program. To be eligible for cooperative education, students must be juniors who have an overall GPA of at least 2.5 and have completed the progression courses required by The Belk College of Business Administration. Transfer students must complete at least 12 hours at UNC Charlotte to be eligible for cooperative education. Completion of courses related to the co-op position may be required prior to the co-op work experience. These courses will be established by the Co-op Advisor. Students must complete either two full-time alternating semesters of work or three consecutive part-time work semesters while taking a reduced academic load of no more than nine credit hours.

## MANAGEMENT INFORMATION SYSTEMS/MAJOR

The primary objective of the Management Information Systems (MIS) major is to prepare students for careers in the information systems function of organizations. The curriculum is designed to provide both technological and managerial knowledge relevant to the development and use of computer-based information systems.

The following courses are required:

ITCS	1214	Introduction to Computing I
INFO	3231	Business Application Development
INFO	3233	Business Database Systems
INFO	3234	Business Information System Development
INFO	3229	Business Data Communications

One of the following two courses is required:

INFO	3235	Advanced Business Information Systems Development
INFO	3240	Fundamentals of eBusiness

Two of the following courses are required:

INFO	3000	Special Topics in MIS
INFO	3232	International Information Systems Management
INFO	3236	Decision Support Systems
INFO	3238	Current Issues in the Management of Information Systems
INFO	3800	Directed Study in MIS
OPER	3203	Management Science
OPER	3204	Management of Service and Project Operations
OPER	3206	Managing for Quality
ITIS	2112	Advanced Structured COBOL
ITCS	3112	Design and Implementation of Object-oriented Systems
ITCS	3141	Computer Organization
ITCS	3155	Software Engineering
ITCS	3160	Data Base Design and Implementation
ITCS	3166	Distributed Computer Info. Systems

## ACCT 3140 Accounting Information Systems

Students majoring in Management Information Systems are strongly encouraged to participate in the University cooperative education program, which provides substantial educational and employment opportunities. Furthermore, many companies hire only students who have participated in the cooperative education program.

## INDUSTRIAL AND OPERATIONS MANAGEMENT MAJOR

The primary objective of the Industrial and Operations Management (IOM) major is to provide an understanding of technical and systematic approaches to designing production/operations systems and solving business problems. Emphasis is on the tools of the field.

**Progression Requirements.** Students seeking admission to the Industrial and Operations Management Major will be classified as Pre-Business students within the Belk College of Business Administration until they qualify for acceptance into an upper-division major. To be accepted as a major in Industrial and Operations Management and to progress into the upper-division of the College, students must have: (1) attained junior standing; (2) have a GPA of at least 2.5 for all academic work; (3) completed ACCT 2121 and 2122, ECON 2101 and 2102, MATH 1120, STAT 1220, and INFO 2130 with a minimum grade of C in each course; and (4) filed an approved "Program of Study" in the Belk College Advising Center.

Students may attempt each of the seven courses (listed above in item 2) two times. Students who are not successful in earning the required 2.5 GPA are ineligible for continuation in The Belk College.

The following courses are required:

OPER	3201	Advanced Operations Management
OPER	3203	Management Science
OPER	3204	Management of Service and Project Operations
OPER	3206	Managing for Quality

One of the following courses is required:

OPER	3000	Topics in Operations Management
OPER	3208	Supply Chain Management
INFO	3231	Business Application Development
INFO	3233	Business Database Systems
INFO	3234	Business Information Systems Development
INFO	3236	Business Decision Support Systems
INFO	3239	Business Data Communications
MKTG	3217	Transportation and Logistics Marketing
INET	3133	Quality Control
ENGR	3670	Total Quality Systems

**Residency Requirements:** All students must satisfy the College residency requirements.

## SUGGESTED SCHEDULE: MANAGEMENT INFORMATION SYSTEMS MAJOR

<b>Freshman Year</b>	
ENGL 1101 <sup>1</sup> .....	3
MATH 1100.....	3
Science with lab .....	4
Social Science (Gen Ed).....	3
LBST 1101, 1102, 1103, 1104 or 1105.....	3
ENGL 1102 <sup>1</sup> .....	3
MATH 1120 <sup>1,3</sup> .....	3
Science without lab .....	3
LBST 2101.....	3
Elective.....	3
<b>Sophomore Year</b>	
ACCT 2121 <sup>1</sup> .....	3
ECON 2101 <sup>1</sup> .....	3
STAT 1220 <sup>1</sup> .....	3
Writing Intensive .....	3
LBST 2102.....	3
ACCT 2122 <sup>1</sup> .....	3
ECON 2102 <sup>1</sup> .....	3
LBST 2211, 2212, 2213, 2214 or 2215.....	3
INFO 2130 <sup>1</sup> .....	3
ITCS 1214.....	3
Elective.....	3
<b>Junior Year</b>	
FINN 3120.....	3
MGMT 3140 .....	3
OPER 3100 .....	3
MKTG 3110 .....	3
Elective.....	3
INFO 3130.....	3
INFO 3231.....	3
INFO 3233.....	3
INFO 3229.....	3
MGMT 3160 (W).....	3
<b>Senior Year</b>	
BLAW 3150.....	3
INFO 3234.....	3
ECON 3125.....	3
Elective.....	3
MIS Elective.....	3
MIS Elective.....	3
MGMT 3280 <sup>2</sup> .....	3
INFO 3235 or INFO 3240.....	3
Elective.....	3

## SUGGESTED SCHEDULE: INDUSTRIAL AND OPERATIONS MANAGEMENT MAJOR

<b>Freshman Year</b>	
ENGL 1101 <sup>1</sup> .....	3
MATH 1100.....	3
Science with lab .....	4
Social Science (Gen Ed).....	3

LBST 1101, 1102,1103,1104 or 1105.....	3
ENGL 1102 <sup>1</sup> .....	3
MATH 1120 <sup>1,3</sup> .....	3
Science without lab.....	3
LBST 2101 .....	3
Elective .....	3

<b>Sophomore Year</b>	
ACCT 2121 <sup>1</sup> .....	3
ECON 2101 <sup>1</sup> .....	3
STAT 1220 <sup>1</sup> .....	3
Writing Intensive .....	3
LBST 2102 .....	3
ACCT 2122 <sup>1</sup> .....	3
ECON 2102 <sup>1</sup> .....	3
LBST 2211, 2212, 2213, 2214 or 2215.....	3
INFO 2130 <sup>1</sup> .....	3
Elective .....	3

<b>Junior Year</b>	
OPER 3100.....	3
MGMT 3140.....	3
BLAW 3150.....	3
Elective .....	3
Elective .....	3
OPER 3203.....	3
FINN 3120.....	3
MGMT 3160 (W).....	3
MKTG 3110.....	3
OPER Elective.....	3

<b>Senior Year</b>	
INFO 3130.....	3
ECON 3125 .....	3
OPER 3201.....	3
OPER 3206.....	3
Electives .....	6
MGMT 3280 <sup>2</sup> .....	3
OPER Electives .....	6
OPER 3204.....	3
Elective .....	3

<sup>1</sup>Prerequisite for upper division required business courses.

<sup>2</sup>To be taken after all 3000 level required business core courses have been filled.

<sup>3</sup>MATH 1141 (Differential and Integral Calculus I) may be substituted for MATH 1120.

Students preparing for graduate studies are advised to take MATH 1141.

## Department of Economics

*Chair:* Professor Gandar; *Professors:* Amato, Connaughton, Davis, Madsen, Schwarz, Zuber; *Professor Emeriti:* Neel, Wubben; *Associate Professors:* Lin, Liner, McGregor, Russo, Tseng, Tucker; *Associate Professor Emeritus:* Rogers; *Assistant Professors:* Radchenko, Sewell, Troyer; *Lecturers:* Stivender, Waggy

The study of Economics offers students a problem-solving discipline to foster their intellectual and career development. It provides students a balanced and

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broad educational background and prepares them to choose from a wide range of career alternatives.

The Economics program explores the economic decisions of individuals, businesses, governments, and other institutions. It examines the nature of economic activity, why it takes place, and how it affects everyone's lives. The program includes elective courses that enable students to tailor their educational program to meet personal needs and interests. The study of economics also helps students develop a way of thinking that is logical and rigorous. It provides decision-making tools that they can apply to personal as well as business decisions and use to address the many economic decisions they will face in the future.

The Economics Department offers two programs leading to the Bachelor of Arts degree. Students who plan to pursue careers in business-related fields such as banking, finance, and international commerce, or who plan to enter an MBA program, are encouraged to elect the business administration emphasis program. Students planning to pursue a career in education, enter graduate school in economics, or attend law school are encouraged to pursue the program with social science emphasis.

**Progression Requirements.** Students seeking admission to the Department of Economics will be classified as Pre-Economics students within the Belk College of Business Administration until they qualify for acceptance into the Economics major. To be accepted as a major in Economics, students must have: (1) attained junior standing; (2) have a GPA of at least 2.5 for all academic work; (3) completed ENGL 1101 and 1102 (or ENGL 1103), ECON 2101 and 2102, MATH 1120, STAT 1220, and INFO 2130 with a minimum grade of C in each course; and (4) filed an approved "Program of Study" in the Belk College Advising Center.

Students may attempt each of the seven core courses (ENGL 1101 and 1102, ECON 2101 and 2102, INFO 2130, MATH 1120, and STAT 1220) a maximum of two times.

## ECONOMICS MAJOR

All majors in Economics must complete MGMT 3160 (Business Communications) prior to registering for any 4000 level Economics course. Students transferring into the Economics program as a senior must complete MGMT 3160 their first semester in the program.

A student majoring in Economics must indicate active progress toward the completion of the requirements for the major in Economics. Failure to do so will result in the student being dropped as an Economics major. A student must then be accepted into another major or "undecided" category to continue enrollment at the University.

In computing the GPA in the major all required courses are included. Not more than one grade of D will count toward the specified hours for a major in Economics. To be eligible to graduate, a student must have achieved a GPA of 2.0 in all academic work, and a GPA of 2.0 in the major.

It is recommended that students who plan graduate work in economics complete MATH 1241, ECON 4100, and, as available, ECON 4112 and 4117. Also, they should consider

additional work in mathematics but should consult with their advisors concerning specific courses.

**Residency Requirements:** All students must meet the College Residency Requirements.

## BACHELOR OF SCIENCE

**Business Administration Emphasis.** A major in Economics, with business administration electives, leading to the B.S. degree consists of 63 hours specified as follows:

- I. Mathematics: Basic Concepts of Mathematics  
 (MATH 1100) .....3  
 Calculus (MATH 1120) .....3  
 Elements of Statistics (STAT 1220) .....3  
 Business Computing (INFO 2130) .....3
- II. Economics:  
 Principles of Economics  
 (ECON 2101 and 2102).....6  
 Managerial Economics (ECON 3125) .....3  
 Econometrics (ECON 3112).....3  
 Industrial Organization and Public Policy  
 (ECON 4180).....3  
 Intermediate Microeconomics (ECON 3122).....3  
 Intermediate Macroeconomics (ECON 3123).....3
- III. Business Administration and Accounting:  
 Principles of Accounting (ACCT 2121 and 2122) ...6  
 Financial Management (FINN 3120).....3  
 Business Communications (MGMT 3160) .....3  
  
*Two of the following* .....6  
 Marketing Management (MKTG 3110)  
 Business Law I (BLAW 3150)  
 Operations Management (OPER 3100)  
 Management Concepts and Practices (MGMT 3140)
- IV. Economics Electives:..... 12  
 To be selected by the student from the 3000 and 4000 level offerings of the Department of Economics

**Social Science Emphasis.** A major in Economics, with social science electives, leading to the B.S. degree consists of 63 hours specified as follows:

- I. Mathematics: Basic Concepts of Mathematics  
 (MATH 1100).....3  
 Calculus (MATH 1120) .....3  
 Elements of Statistics (STAT 1220).....3  
 Business Computing (INFO 2130).....3
- II. Economics:  
 Principles of Economics (ECON 2101  
 and 2102) .....6  
 Business Communications (MGMT 3160) .....3  
 Intermediate Microeconomics (ECON 3122).....3  
 Intermediate Macroeconomics (ECON 3123).....3  
 Econometrics (ECON 3112).....3  
 History of Economic Thought (ECON 4177) .....3
- III. Social Science Electives .....15  
 These electives are to be chosen from a list of approved courses in African-American Studies, Anthropology, Geography, History, Political Science, Psychology,

Social Work, and Sociology. Electives must be selected in at least two different social science disciplines. The list of approved courses is available in the Economics Department office.

IV. Economics Electives:..... 15

Students must choose five Economics electives with at least one at the 4000 level.

Coursework satisfying general University requirements will not count toward the 15-hour Social Science requirement.

**Cooperative Education Program.** Economics majors may obtain practical work experience related to their major by participating in the cooperative education program. To be eligible for cooperative education, students must be juniors who have an overall GPA of at least 2.5 and have completed the eight progression courses required by the Department of Economics. Transfer students must complete at least 12 hours at UNC Charlotte to be eligible for cooperative education. Completion of courses related to the co-op position may be required prior to the co-op work experience. These courses will be established by the Co-op Advisor. Students must complete either two full-time alternating semesters of work or three consecutive part-time work semesters while taking a reduced academic load of no more than nine credit hours.

**ECONOMICS MINOR**

A minor in Economics requires: 18 semester hours of economics to include ECON 2101, 2102 and either 3125 or 3122, and at least nine additional hours at the 3000 or 4000 level. A GPA of at least 2.0 is required in the 18 hours.

In computing the GPA in the minor all required courses are included. Not more than one grade of *D* will count toward the specified hours for a minor in Economics. The second and any subsequent grade(s) in a repeated course(s) will be included in all GPA calculations.

**SUGGESTED SCHEDULE:  
BUSINESS ADMINISTRATION EMPHASIS  
(Economics Major)**

**Freshman Year**

ENGL 1101 .....	3
MATH 1100.....	3
Science with lab .....	4
LBST 1101, 1102, 1103, 1104 or 1105.....	3
Elective.....	2

ENGL 1102 .....	3
MATH 1120.....	3
Social Science (Gen Ed).....	3
Science without lab .....	3

**Sophomore Year**

ECON 2101 .....	3
INFO 2130.....	3
ACCT 2121 .....	3
LBST 2101.....	3
Writing Intensive .....	3

ECON 2102 .....	3
ACCT 2122 .....	3
STAT 1220 .....	3
LBST 2102 .....	3
LBST 2211, 2212, 2213, 2214 or 2215.....	3

**Junior Year**

ECON 3112 .....	3
ECON 3122 .....	3
Economics Elective .....	3
MGMT 3160 (W).....	3
Elective .....	3

ECON 3125 .....	3
ECON 3123 .....	3
Economics Elective.....	3
MKTG 3110, BLAW 3150, OPER 3100 or MGMT 3140 .....	3
Elective .....	3

**Senior Year**

ECON 4180 .....	3
FINN 3120.....	3
Economics Elective .....	3
Electives .....	6

Economics Elective .....	3
MKTG 3110, BLAW 3150, OPER 3100, or MGMT 3140.....	3
Electives .....	9

**SUGGESTED SCHEDULE: SOCIAL SCIENCE  
EMPHASIS (Economics Major)**

**Freshman Year**

ENGL 1101.....	3
MATH 1100 .....	3
Science with lab.....	4
LBST 1101, 1102, 1103, 1104 or 1105.....	3
Elective .....	2

ENGL 1102.....	3
MATH 1120 .....	3
Science without lab.....	3
Elective .....	5

**Sophomore Year**

ECON 2101 .....	3
INFO 2130.....	3
Social Science (Gen Ed).....	3
LBST 2101 .....	3
Social Science Elective.....	3

ECON 2102 .....	3
Social Science Elective .....	3
STAT 1220 .....	3
LBST 2102 .....	3
Writing Intensive .....	3

**Junior Year**

ECON 3112 .....	3
ECON 3122 .....	3
Social Science Elective.....	3
MGMT 3160 (W).....	3

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LBST 2211, 2212, 2213, 2214 or 2215.....	3
ECON 3123.....	3
ECON 4100 or ECON 4112.....	3
Economics Elective .....	3
Social Science Elective .....	3
Electives.....	6
<b>Senior Year</b>	
Social Science Elective .....	3
Economics Electives .....	6
Electives.....	6
ECON 4177.....	3
Economics Electives .....	6
Electives.....	6

## Department of Finance and Business Law

*Chair and The Torrence E. Hemby Sr. Distinguished Professor in Banking: Sealey; Dean and The James J. Harris Professor of Risk Management and Insurance: Lilly; The Endowed Professorship in Insurance: Dorfman; The John Crosland Sr. Endowed Professorship in Real Estate and Development: Ott; Professors: Nunnally, Trosch; Associate Professors: Blenman, Buttimer, Kennedy, Plath; Assistant Professors: Clark, Halek; Lecturers: Baber, Miller*

The Department of Finance and Business Law prepares students for financial leadership within organizations and provides them with an understanding of the legal environment in which these organizations operate. In the Department's various programs, students acquire knowledge that enables them to understand:

- the concepts, processes and institutions involved in planning for, acquiring and allocating capital with respect to modern business organizations;
- the economic and legal environment of organizations, and the myriad social and political influences on business;
- the concepts and methods of economics, accounting, mathematics, management, information systems, and business law.

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

A program of study in the Department of Finance and Business Law leads to a Bachelor of Science in Business Administration degree with a major in Finance. The B.S.B.A. degree requires a minimum of 120 semester hours, including 42 hours of core courses within The Belk College of Business Administration, 15 hours in the Finance major, nine hours of mathematics and statistics, and completion of the University General Education requirements. In addition to the nine hours of mathematics and statistics, at least 42 hours of coursework must be taken outside of The Belk College of Business Administration.

**Progression Requirements.** Students seeking admission to the Department of Finance and Business Law will be

classified as Pre-Business students within the Belk College of Business Administration until they qualify for acceptance into an upper-division major. To be accepted as a major in Finance and to progress into the upper-division of the College, students must have: (1) attained junior standing; (2) have a GPA of at least 2.5 for all academic work; (3) completed ACCT 2121 and 2122, ECON 2101 and 2102, MATH 1120, STAT 1220, and INFO 2130 with a minimum grade of C in each course; and (4) filed an approved "Program of Study" in the Belk College Advising Center.

Students may attempt each of the seven courses in (2) above a maximum of two times. Students who are not successful in earning the required 2.5 GPA are ineligible for continuation in the Belk College.

Pre-business students who have earned at least 60 hours are re-permitted to enroll in core business courses if they have met the course prerequisites and have earned at least a C in INFO 2130 or have passed the College Microcomputer Proficiency Test. **Students must complete all requirements and be accepted into an upper division major to be eligible to enroll in MGMT 3280 and the upper-division business electives.**

**Core, Mathematics, and Statistics Requirements.** Courses that fulfill the College core and mathematics and statistics requirements are: ACCT 2121, 2122; BLAW 3150; ECON 2101, 2102 and 3125; FINN 3120; INFO 2130 and 3130; MGMT 3140, 3160 and 3280; MKTG 3110; OPER 3100; MATH 1100 and 1120; and STAT 1220. A student must have a GPA of at least 2.0 in all hours attempted.

**FINANCE MAJOR:** Concentration in Financial Institutions/Commercial Banking, Financial Management, or Risk Management and Insurance.

In addition to completing the College core, mathematics and statistics requirements (51 hours), students majoring in Finance must complete 15 hours of coursework in one of three concentrations: Financial Institutions/ Commercial Banking, Financial Management or Risk Management and Insurance. A student must have a GPA of at least 2.0 in all hours attempted and no more than one D left standing. No course may be repeated more than twice.

#### Financial Institutions/Commercial Banking

FINN	3220	Financial Analysis
FINN	3221	Financial Institutions and Markets
FINN	3225	Commercial Bank Management
BLAW	3250	Business Law II

#### One additional course from the following:

FINN	3222	Investments
FINN	3223	International Financial Management
FINN	3224	Applied Business Finance
FINN	3226	Financial Theory and Practice
FINN	3261	Real Estate Finance
FINN	3271	Principles of Risk Management and Insurance
FINN	3272	Life Insurance and Professional Financial Planning
FINN	3800	Directed Study (Chair approval Required)
FINN	4159	Student Managed Investment Fund (Instructor preapproval required; FINN 4158 required)

ECON	3112	Econometrics
ECON	3115	Money and Banking
ACCT	3111	Intermediate Financial Accounting I
OPER	3204	Management of Service Operations

## Financial Management

FINN	3220	Financial Analysis
FINN	3222	Investments
FINN	3223	International Financial Management
FINN	3226	Financial Theory and Practice

## One additional course from the following:

FINN	3221	Financial Institutions and Markets
FINN	3224	Applied Business Finance
FINN	3225	Commercial Bank Management
FINN	3261	Real Estate Finance
FINN	3271	Principles of Risk Management and Insurance
FINN	3272	Life Insurance and Professional Financial Planning
FINN	3800	Directed Study (Chair approval required)
FINN	4159	Student Managed Investment Fund (Instructor preapproval required; FINN 4158 required)
BLAW	3250	Business Law II
ACCT	3111	Intermediate Financial Accounting I
ECON	3112	Econometrics

## Risk Management and Insurance

FINN	3271	Principles of Risk Management and Insurance
FINN	3272	Life Insurance and Professional Financial Planning
FINN	3273	Property and Casualty Insurance
FINN	3275	Advanced Risk Management and Insurance

## One additional course from the following:

FINN	3222	Investments
FINN	3276	Employee Benefits
FINN	3277	Legal Aspects of Insurance
FINN	3800	Directed Study (Chair approval required)
MKTG	3213	Personal Selling and Sales Management
MGMT	3273	Small Business Management

**Cooperative Education Program.** Finance majors may obtain practical work experience related to their major by participating in the University cooperative education program.

## Department of Management

*Chairperson:* Professor Tepper; *Professors:* Curran, Giacalone, Hornaday, Kohut; *Associate Professors:* Beggs, Booth, Carpano, Conboy, Jernigan, Kerr, Rubin; *Assistant Professors:* Ensley, Henle, Michel, Moody, Pugh, Zellars; *Lecturers:* Dixon-Brown, Sgritta, Wartham.

A program of study in the Department of Management leads to a Bachelor of Science in Business Administration degree with a major in Management. The Management major is designed to teach students to plan, organize, direct, and control business activities in both the public and private

sectors. Students develop skills in decision making, leadership, motivation, problem solving and teamwork.

Within the Management major, students must select one of three concentrations: Managerial Leadership, Human Resource Management or Entrepreneurship. The Concentration in Managerial Leadership provides a rigorous course of study in the history, theory, ethics, decision-making techniques, and communication skills that make for effective leadership. The objectives of the Concentration are to develop in each student the conceptual tools that support the exercise of leadership in a variety of settings. The concentration in Human Resource Management prepares students to become human resource management professionals. Coursework prepares students for positions in staffing, recruiting, training and development, compensation administration, and labor relations. The concentration in Entrepreneurship prepares students to work in small or medium-sized businesses or become entrepreneurs. Coursework prepares students to develop an overall concept for a business and identify the problems that must be considered and resolved if the venture is to be successful.

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

A major in Management leading to the B.S.B.A. degree requires a minimum of 120 semester hours, including 42 hours of progression and core courses within The Belk College of Business Administration, 15 hours in the management major, nine hours of mathematics and statistics, and completion of the University General Education requirements. In addition to the nine hours of mathematics and statistics, at least 42 hours of coursework must be taken outside The Belk College of Business Administration. Students electing the Management major must meet the following requirements:

**Progression Requirements.** Students seeking admission to the Department of Management will be classified as Pre-Business students within The Belk College of Business Administration until they qualify for acceptance into an upper-division major. To be accepted as a major in Management and to progress into the upper-division of the College, students must have: (1) attained junior standing; (2) have a GPA of at least 2.5 for all academic work; (3) completed ACCT 2121 and 2122, ECON 2101 and 2102, MATH 1120, STAT 1220, and INFO 2130 with a minimum grade of *C* in each course; and (4) filed an approved "Program of Study" in The Belk College Advising Center.

Students may attempt each of the seven courses (listed above in item 3) two times. Students who are not successful in earning the required 2.5 GPA are ineligible for continuation in The Belk College.

Pre-Business students who have earned at least 60 hours are permitted to enroll in core business courses if they have met the course prerequisites and have earned at least a *C* in INFO 2130 or have passed the College Microcomputer Proficiency Test. Students must complete all requirements and be admitted to an upper-division major to be eligible to enroll in MGMT 3280 and the upper-division business electives.

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**Core Requirements.** Courses that fulfill the College core requirements for the major are BLAW 3150; ECON 3125; FINN 3120; INFO 3130; MGMT 3140, 3160, and 3280; MKTG 3110 and OPER 3100.

**Major Requirements.** In addition to progression and core requirements, students majoring in Management must complete an additional 15 hours in management from one of the following three concentrations:

## Managerial Leadership Concentration

MGMT 3246 Management Perspectives  
 MGMT 3247 Managerial Leadership  
 MGMT 3260 Managerial Communication  
 MGMT 3282 Managerial Ethics  
*(Select one of the following courses)*

MGMT 3241 Human Resource Management  
 MGMT 3243 Employment Law  
 MGMT 3273 New Venture Creation  
 MGMT 3274 International Business Processes and Problems

## Human Resource Management Concentration

MGMT 3241 Human Resource Management  
 MGMT 3244 Advanced Human Resource Management  
 MGMT 3243 Employment Law  
 MGMT 3246 Management Perspectives

*(Select one of the following courses)*

MGMT 3242 Compensation Administration  
 MGMT 3245 Human Resource Management Systems  
 ECON 3105 Industrial Relations  
 FINN 3276 Employee Benefits

**Note:** Students electing this concentration are encouraged to select as part of their coursework outside The Belk College of Business Administration such courses as PSYC 3140 (Basic Processes in Psychological Assessment); PSYC 3114 (Motivation), PSYC 3130 (Social Psychology), 3173 (Psychological Bases of Training Programs); PSYC 3670 (Seminar in Industrial Psychology), and SOCY 4112 (Sociology of Work).

## Entrepreneurship Concentration

MGMT 3246 Management Perspectives  
 MGMT 3273 New Venture Creation  
 MGMT 3277 Innovation, Creativity, and Intellectual Property  
 MGMT 3283 New Venture Experience  
 MGMT 3285 New Venture Financing and Risk Assessment

**Grade Point Average (GPA) Requirements.** A student must have a GPA of at least 2.0 for all academic work and for the core and major requirements with no more than one *D* left standing. No course may be repeated more than twice.

**Residency Requirements.** All students must satisfy the College Residency Requirements.

**Cooperative Education Program.** Management majors may obtain practical work experience related to their major by participating in the cooperative education program. To be eligible for cooperative education, students must be juniors who have an overall GPA of at least 2.5 and have completed the progression courses required by The Belk College of Business Administration. Transfer students must complete at least 12 hours at UNC Charlotte to be eligible for cooperative education. Completion of courses related to the co-op position may be required prior to the co-op work experience. These courses will be established by the Co-op Advisor in the University Career Center. Students must complete either two full-time alternating semesters of work or three consecutive part-time work semesters while taking a reduced academic load of no more than nine credit hours. Experiences are arranged in coordination with the University Career Center.

## SUGGESTED SCHEDULE: MANAGERIAL LEADERSHIP HUMAN RESOURCE MANAGEMENT, AND ENTREPRENEURSHIP CONCENTRATIONS

### Freshman Year

ENGL 1101.....3  
 MATH 1100.....3  
 Science with lab.....4  
 Social Science (Gen Ed).....3  
 LBST 1101, 1102, 1103, 1104 or 1105.....3

ENGL 1102.....3  
 MATH 1120.....3  
 Science without lab.....3  
 LBST 2101.....3  
 Elective.....3

### Sophomore Year

ACCT 2121.....3  
 ECON 2101.....3  
 STAT 1220.....3  
 Writing Intensive.....3  
 LBST 2102.....3

ACCT 2122.....3  
 ECON 2102.....3  
 LBST 2211, 2212, 2213, 2214 or 2215.....3  
 INFO 2130.....3  
 Elective.....4

## Entrepreneurship Concentration

### Junior Year

MGMT 3140.....3  
 FINN 3120.....3  
 MKTG 3110.....3  
 OPER 3100.....3  
 Elective.....3

MGMT 3160 (W).....3  
 MGMT 3246.....3  
 MGMT 3273.....3  
 BLAW 3150.....3  
 Elective.....3

## Senior Year

MGMT 3277 .....	3
ECON 3125 .....	3
INFO 3130 .....	3
Elective .....	3
Elective .....	3
MGMT 3280 .....	3
MGMT 3283 .....	3
MGMT 3285 .....	3
Elective .....	3
Elective .....	3

## Human Resource Management Concentration

### Junior Year

MGMT 3140 .....	3
MGMT 3160 (W) .....	3
MKTG 3110 .....	3
OPER 3100 .....	3
Elective .....	3
MGMT 3246 .....	3
MGMT 3241 .....	3
ECON 3125 .....	3
BLAW 3150 .....	3
Elective .....	3

### Senior Year

FINN 3120 .....	3
MGMT 3243 .....	3
HR Elective .....	3
Elective .....	3
Elective .....	3
MGMT 3280 .....	3
MGMT 3244 .....	3
INFO 3130 .....	3
Elective .....	3
Elective .....	3

## Managerial Leadership Concentration

### Junior Year

MGMT 3140 .....	3
MGMT 3160 (W) .....	3
MKTG 3110 .....	3
OPER 3100 .....	3
Elective .....	3
MGMT 3246 .....	3
MGMT 3247 .....	3
ECON 3125 .....	3
BLAW 3150 .....	3
Elective .....	3

### Senior Year

FINN 3120 .....	3
MGMT Elective .....	3
MGMT 3282 .....	3
Elective .....	3
Elective .....	3
MGMT 3280 .....	3
INFO 3130 .....	3

MGMT 3260 .....	3
Elective .....	3
Elective .....	3

## Department of Marketing

*Chairperson:* Professor Swayne; *Professors:* C. Amato, Shao, Stevenson; *Associate Professor:* Bodkin, Erevelles; *Assistant Professors:* Conchar, Peters; *Lecturer:* Fox

The Department of Marketing offers a curriculum suitable for students who are (1) planning to operate their own businesses and want to know how to utilize marketing, (2) preparing for positions in small to large organizations where specialized skills in marketing are required, and (3) seeking a strong background at the undergraduate level prior to undertaking graduate work.

The study of marketing provides students with an opportunity to prepare for careers in marketing management, product management, sales, advertising and promotions management, marketing research, retailing, and international marketing.

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Students majoring in Marketing receive a Bachelor of Science in Business Administration degree with a major in Marketing. The B.S.B.A. degree requires a minimum of 120 semester hours, including 42 hours of core courses within The Belk College of Business Administration, 18 hours in the marketing major beyond the core course, nine hours of mathematics and statistics, and completion of the University General Education requirements. In addition to the nine hours of mathematics and statistics, at least 42 hours of coursework must be taken outside The Belk College of Business Administration.

Courses that fulfill the College core and mathematics and statistics requirements are: ACCT 2121, 2122; BLAW 3150; ECON 2101, 2102 and 3125; FINN 3120; INFO 2130 and 3130; MGMT 3140, 3160 and 3280; MKTG 3110; OPER 3100; MATH 1100 and 1120; and STAT 1220.

## MARKETING MAJOR

In addition to College core and mathematics and statistics requirements (51 hours) students majoring in Marketing must complete MKTG 3219 (Marketing Strategy) and an additional 15 hours from the following courses: MKTG 3210 (Marketing Research and Analysis), MKTG 3211 (Advertising and Promotions Management), MKTG 3212 (Retailing Management), MKTG 3213 (Professional Selling and Sales Management), MKTG 3214 (Internet Marketing), MKTG 3215 (Global Marketing), MKTG 3216 (Consumer Behavior), MKTG 3400 (Marketing Internship), and MKTG 3800 (Directed Study). A student must have a GPA of at least 2.0 in the above 69 hours with no more than one D left standing. No course may be repeated more than twice. Consult the Department of Marketing for a suggested schedule to complete the B.S.B.A. degree with a major in Marketing.

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**Progression Requirements.** Students seeking admission to the Department of Marketing will be classified as Pre-Business students within The Belk College of Business Administration until they qualify for acceptance into an upper-division major. To be accepted as a major in Marketing and to progress into the upper-division of the College, students must have: (1) attained junior standing; (2) have a GPA of at least 2.5 for all academic work; (3) completed ACCT 2121 and 2122, ECON 2101 and 2102, MATH 1120, STAT 1220, and INFO 2130 with a minimum grade of C in each course; and (4) filed an approved "Program of Study" in the Belk College Advising Center.

Students may attempt each of the seven courses (listed in item 2 above) two times. Students who are not successful in earning the required 2.5 GPA are ineligible for continuation in The Belk College.

Pre-Business students who have earned at least 60 hours are permitted to enroll in core business courses if they have met the course prerequisites and have earned at least a C in INFO 2130 or have passed the College Microcomputer Proficiency Test. Students must complete all requirements to be eligible to enroll in MKTG 3219, MGMT 3280, or the upper-division business electives.

**Residency Requirements:** All students must satisfy the college residency requirements.

**Cooperative Education Program.** Marketing majors may obtain practical work experience related to their major by participating in the cooperative education program. To be eligible for cooperative education, students must be juniors who have an overall GPA of at least 2.5 and have completed the progression courses required by The Belk College of Business Administration. Transfer students must complete at least 12 hours at UNC Charlotte to be eligible for cooperative education. Completion of courses related to the co-op position may be required prior to the co-op work experience. These courses will be established by the Co-op Advisor. Students must complete either two full-time alternating semesters of work or three consecutive part-time work semesters while taking a reduced academic load of no more than nine credit hours. The Department of Marketing coordinates the co-op experience with the University Career Center.

**Internship.** Because the Department is committed to experiential learning, it provides for Marketing majors to use one internship for academic credit. A proposal must be approved by the Department Chair before starting the internship. A minimum of MKTG 3110 (Marketing Concepts) with a C or better, an overall GPA of at least 2.0 and completion of at least two Marketing electives are required. The student may not have a current or prior work history with the internship company.

## INTERNATIONAL BUSINESS MAJOR

*Director:* Alan T. Shao

Faculty are not listed due to the interdisciplinary nature of the major.

The primary objective of the International Business major is to provide an understanding of the importance of a global perspective on the part of business managers. The major provides an integrated framework for the study of the market environment in which international business firms operate and the impact of those environments upon managerial decision making.

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Students majoring in International Business receive a Bachelor of Science in Business Administration (B.S.B.A.) degree with a major in International Business. The B.S.B.A. degree requires a minimum of 120 semester hours, including 42 hours of core courses within The Belk College of Business Administration, nine hours mathematics and statistics, and completion of the University General Education Requirements. In addition to the nine hours of mathematics and statistics, at least 42 hours of coursework must be taken outside The Belk College of Business Administration.

Courses which fulfill the College core and mathematics requirements are: ACCT 2121, 2122; BLAW 3150; ECON 2101, 2102, and 3125; FINN 3120; INFO 2130, 3130; MGMT 3140, 3160, 3280; MKTG 3110; OPER 3100; MATH 1100, 1120; and STAT 1220.

**Progression Requirements.** Students seeking admission to the International Business major will be classified as Pre-Business students within the Belk College of Business Administration until they qualify for acceptance into an upper-division major. To be accepted as a major in International Business and to progress into the upper-division of the College, students must have: (1) attained junior standing; (2) have a GPA of at least 2.5 for all academic work; (3) completed ACCT 2121 and 2122, ECON 2101 and 2102, MATH 1120, STAT 1220, and INFO 2130 with a minimum grade of C in each course; and (4) filed an approved "Program of Study" in the Belk College Advising Center.

Students may attempt each of the seven courses (listed above in the third bullet point) two times. In the calculation of the six-course Progression grade point average, only the most recent attempt is included. However, all attempts are used in the calculation of overall GPA and major GPA. Students who are not successful in earning the required 2.5 GPA are ineligible for continuation in The Belk College of Business Administration.

Pre-Business students who have earned at least 60 hours are permitted to enroll in core business courses if they have met the course prerequisites and have earned at least a C in INFO 2130 or have passed the College Microcomputer Proficiency Test. Students must complete all requirements and be admitted to an upper-division major to be eligible to enroll in MGMT 3280 and the upper-division business electives.

## Major Requirements

In addition to completing the College core and mathematics and statistics requirements (51 hours), students majoring in International Business must:

- *Complete five International Business courses:* (15 hours)

## 5 required courses:

- ECON 3171 (International Business Economics),
- MGMT 3274 (International Business Processes and Problems),
- FINN 3223 (International Financial Management),
- MKTG 3215 (International Marketing Management),
- MGMT 3275 (International Management)

The five required courses above must be taken sequentially in the following order:

- First course: ECON 3171
- Second course: MGMT 3274
- Third and fourth courses: MKTG 3215, FINN 3223
- Fifth course: MGMT 3275

Before International Business majors can enroll in any of the five required courses listed above, they must complete the following prerequisite(s) for each course:

- ECON 3171: ECON 2101; ECON 2102
- MGMT 3274: ECON 3171; junior standing
- FINN 3223: FINN 3120; ECON 3171; MGMT 3274
- MKTG 3215: ECON 3171; MGMT 3274
- MGMT 3275: ECON 3171; MGMT 3274; FINN 3223; MKTG 3215

**Note:** The prerequisites listed above may differ from departmental prerequisite requirements.

- *Complete one elective course from designated list: (3 hours)*
  - AAAS 3265 (African Economic Development)
  - ACCT 3150 (International Accounting)
  - ANTH 4120 (Intercultural Communications)
  - BLAW 3253 (International Business Transactions)
  - GEOG 3105 (Geography of the Global Economy)
  - POLS 3151 (International Political Economy)
  - POLS 3152 (International Organizations)
  - POLS 3153 (European Union)
  - POLS 3167 (U.S. and Japan)
  - Directed Study
  - Other courses approved by the Director of the International Business Program (e.g., SPAN 3029, Cultural Dimension of Doing Business with Spanish-speaking Countries [taught in English])

The elective course may be taken anytime after the student's first semester with junior standing.

- *Attain competency in a second language.* This can be fulfilled two ways:
  - (1) Complete at least six semesters of course work in a foreign language. Students must take at least four courses above the elementary level, including two courses at the advanced level (3000 level or above). It is recommended that 2201, 2210 (or 2202 if 2210 is not offered), 3201 and 3202—or their course equivalents—be taken.
  - (2) Demonstrate proficiency in a foreign language at the 3202 level through a test administered by the Department of Languages and Culture Studies. Students are strongly encouraged to enhance their language skills by earning either a Certificate in Business Language (CBL) or a minor in their

language of study. Those who do will have this extra effort recognized by the designation of "Language Intensive Option in Spanish" (or French, German, Japanese, etc.) on their final transcript.

- *Experiential education.* This can be fulfilled two ways: (3 hours)
  - Study abroad. This requirement may be satisfied by taking a minimum of three credit hours of any business course at a university outside the U.S. or Canada. (A Plan of Study must be pre-approved by the Director of the International Business Program.)
  - Internship. This requirement may be satisfied by working at least 150 hours at a company or other organization involved in international business. (The work program and the company/association must be pre-approved by the Director of the International Business Program). At least 80% of the student's work must be international in nature. While the internship experience is not required to be performed outside the U.S., it is strongly encouraged.