



COLLEGE
OF
BUSINESS
ADMINISTRATION

College of Business Administration

Robert L. Sandmeyer, Ph.D., *Dean*

John T. Bale, Jr., Ed.D., Associate Dean

Robert C. Dauffenbach, Ph.D., Director of Business and Economic Research

James G. Hromas, Ph.D., Director of Extension

Walter L. Starks, Ed.D., Director of Student Services

Heads of Departments and School

Accounting

School Head: James R. Boatsman, Ph.D., C.P.A.

Administrative Services and Business Education, Dennis L. Mott, Ed.D.

Economics, John D. Rea, Ph.D.

Finance, W. Gary Simpson, Ph.D.

Management, R. Dennis Middlemist, Ph.D.

Marketing, Stephen J. Miller, Ph.D.

Today's business world is one of excitement. It offers young men and women a challenging professional future as well as the opportunity for meaningful social involvement and civic service. A steadily increasing number of young people today are choosing careers in business as they seek to shape our nation's economic structure and deal with some of its social problems. New developments in automation, economics, and innovations in management techniques and social responsibility are constantly creating new and exciting opportunities. The College of Business Administration (CBA) at Oklahoma State University assists in preparing students for these opportunities.

Although a sound high school program is adequate preparation, prospective business students will benefit from a strong background in English and mathematics. Also, course work in history and government, science, geography and public speaking will be quite valuable.

The College of Business Administration seeks to accomplish three major objectives: (1) to provide students with a liberal education in a program which includes study in four general areas: behavioral and social sciences, communications, humanities and fine arts, and natural science and mathematics; (2) to provide students with an understanding of the functions of business and other economic units in the American economy, which includes study in the basic areas of accounting, economics, business law, finance, management, marketing, production and statistics; and (3) to provide students with the opportunity for specialized study in selected major areas of business.

The College of Business Administration at Oklahoma State University is fully accredited by the Accreditation Council of the American Assembly of Collegiate Schools of Business, the only recognized accrediting organization for schools of business at the university level.

Degree Programs

Bachelor of Science Degree. The Bachelor of Science degree in Business Administration is offered by the five departments and one school of the College. Departmental majors are listed below.

Accounting, with a major in accounting.

Administrative services and business education, with majors in business education, executive secretarial administration, organizational administration with an information processing option, and a major in organizational administration with a business administration option, jointly administered by the Department of Management.

Economics, with a major in economics and an option in business economics-quantitative studies.

Finance, with a major in finance and an option in insurance.

Management, with majors in management with options in international management and personnel management; management science and com-

puter systems; and organizational administration with an option in public administration.

Marketing, with a major in marketing.

A *two-year certificate program*, with a stenographic or a clerical procedures option, is available in the Department of Administrative Services and Business Education.

Master's Degrees. Two types of master's degrees are available to students desiring to do advanced work in the business area. One of these is the Master of Business Administration degree (which allows concentrations in management, management science and computer systems, marketing or finance) and the other is the Master of Science degree, which requires completion of a graduate major in accounting, business education, or economics. Enrollment in all graduate courses is limited to persons who have been admitted to a graduate program. For further information see the *Graduate Catalog*. Only persons admitted to a graduate degree program may take graduate courses in the College of Business Administration.

Doctor of Education Degree. The Doctor of Education degree with a major in business education is offered through the Department of Administrative Services and Business Education. For further information see the *Graduate Catalog*.

Doctor of Philosophy Degree. Graduate work toward the Doctor of Philosophy degree with a major in economics is offered in the departments of Economics and Finance. Graduate work toward the Doctor of Philosophy degree with a major in business administration is also offered in the Departments of Economics, Finance, Management, and Marketing and the School of Accounting. For further information see the *Graduate Catalog*.

Placement Service. Representatives of more than 150 business and industrial concerns and governmental agencies annually interview graduating seniors of the College of Business Administration. A unique function of the CBA's placement service is the preparation of a book of personal data sheets of graduating seniors which is provided to prospective employing organizations throughout the country.

Student Advisement and Enrollment Procedure. Freshmen will plan their study in conference with a staff adviser in the Office of the Dean of the CBA.

All students should tentatively select a major during their sophomore year. Each student will then be assigned to a faculty adviser from the major field of study. Thereafter, counseling will be provided by the assigned faculty adviser.

The dean and associate dean, as well as the director of the Office of Student Services, are available to all students for counseling on special problems.

Lower-division Requirements

Work in the freshman and sophomore years is planned in such a way as to give the student basic information in the general areas of (1) behavioral and social sciences, (2) communications, (3) humanities and fine arts, (4) natural science and mathematics, and (5) business foundation courses. In order to ensure study in each of these five areas, courses totaling up to 59 semester credit hours are required. The student also may select additional hours from courses in these areas, with the opportunity of achieving either further breadth or a certain degree of depth by concentrating these hours in a particular area of interest. As part of the student's general education, one course must be selected that is identified as satisfying the International Dimension requirement.

During the freshman and sophomore years the student will complete courses in each of the following areas:

Behavioral and social sciences: American history, 3 semester credit hours; American government, 3 hours; and 6 hours elected from at least two of the following fields: anthropology, geography (except physical geography courses), history, political science, psychology and sociology.

Humanities and fine arts: 6 semester credit hours elected from at least two of the following fields (no more than two courses per field): art, humanities, literature, music, philosophy, religion and theatre.

Natural science and mathematics: A minimum of 10 semester credit hours with the specific number of required hours in mathematics and natural science varying with the major chosen. Specific requirements for each major are published by the University in the book *Undergraduate Programs and Requirements*.

Communications: English composition, 6 semester credit hours, and introduction to public speaking, 3 hours.

Pre-business core: For business students, a minimum GPA of 2.00 in the following 30-hour pre-business core is prerequisite for MGMT 3013, MGMT 3223, MKTG 3213 and FIN 3113: ENGL 1113 and 1323; ACCTG 2103 and 2203; ECON 2013 and 2023; MATH 1513; GENAD 2103; STAT 2023; and SPCH 2713. For non-business students, the University prerequisite for upper-division courses applies. (See "Academic Regulations" elsewhere in this *Catalog*.) *General electives:* In addition the student may elect courses from any area except lower-division aerospace studies and military science and HPELS activity courses to complete lower-division requirements. (Business education majors must take an additional two hours from any HPEL activity or aerospace studies and military science courses.)

Credits earned during the freshman and sophomore years in another institution may not be substituted for junior and senior course requirements in majors in the College of Business Administration.

School of Accounting

Professor and Head James R. Boatsman, Ph.D., CPA

Regents Professor Milton F. Usry, Ph.D., CPA **Professors Lanny G. Chasteen, Ph.D., CPA** **Associate Professors Dale E. Armstrong, Ph.D., CPA**; Patrick B. Dorr, Ph.D., CPA; Lawrence H. Hammer, D.B.A., CPA; Janet I. Kimbrell, Ph.D., CPA; Amy H. Lau, Ph.D., C.P.A.; Gary K. Meek, Ph.D., C.P.A.; John W. Wilguess, Ph.D., CPA **Assistant Professors James E. Groff, M.B.A.; M. E. Lacy, Ph.D., CPA; Maryanne M. Mowen, Ph.D., CMA; Kevin E. Murphy, Ph.D., CPA; Charles R. Ransom, Ph.D., CPA; James G. Swearingen, Ph.D., CPA; Charlotte J. Wright, Ph.D., CPA**

The School of Accounting offers three degree programs in accounting: (1) B.S. in Business Administration with a major in accounting, (2) M.S. in accounting, and (3) Ph.D. in business administration with accounting as the major field.

The common objective of the B.S. and M.S. accounting programs is to educate students to commence and continue to develop in a wide range of professional accounting careers. The specific objective of the B.S. in accounting program is to provide basic conceptual and business knowledge as a foundation for accounting career development; the objective of the M.S. in accounting is to provide candidates with a greater breadth and depth in accounting than is possible in the B.S. program, in order to prepare graduates for careers as professional accountants in financial institutions, industry, nonbusiness organizations, and public practice.

Students who are considering a professional accounting career should have above-average aptitudes in mathematics and English, disciplined work habits, an interest in working with people and an attitude of service to mankind.

The B.S. in accounting, including an auditing course, is acceptable in lieu of three years of required public accounting experience required before a candidate may write the Oklahoma Certified Public Accountants' Examination. The M. S. in accounting earned at Oklahoma State University satisfies educational requirements for C.P.A. candidates in all jurisdictions of the United States.

Considerable electives are available in both degree programs. Specialization in auditing-financial accounting, cost-managerial, or tax is possible in the M.S. in accounting program.

Candidates for either of these degrees are encouraged to select some electives in quantitative and behavioral science areas.

The objective of the Ph.D. in accounting is to prepare graduates for careers in university teaching and accounting research. Through the selection of minor fields a candidate's program can be developed to suit his or her particular interests.

Administrative Services and Business Education

Professor and Head Dennis L. Mott, Ed.D.

Regents Service Professor Lloyd L. Garrison, Ed.D. **Professors** John T. Bale, Jr., Ed.D.; Herbert M. Jelley, Ed.D.; Glenn E. Laughlin, S.J.D.; Clayton B. Millington, Ph.D.; Arnola C. Ownby, Ed.D.; Zane K. Quible, Ph.D. **Associate Professors** Richard A. Aukerman, Ph.D.; Joe W. Fowler, J.D.; G. Daryl Nord, Ph.D.; Jeanine N. Rhea, Ed.D. **Assistant Professors** Jane N. Hammer, Ed.D.; James F. Jackman, J.D.; Dennis I. Knox, M.S.; Joan K. Pierson, Ed.D.; Walter L. Starks, Ed.D. **Instructor** Janice B. London, M.S.

The Department offers a number of related but somewhat diverse major fields of study, namely, organizational administration, executive secretarial administration and business teacher education.

A business administration, public administration or information processing option is available in the organizational administration major. Teacher education programs are provided for those planning to teach in the various business education areas, either in federally reimbursed or nonfederally reimbursed programs. Two-year certificate programs are also available in the office administration area, with either stenographic or clerical procedures emphasis. The certificate programs are in addition to the four-year executive secretarial administration major.

All the major programs include general education or foundation course work in behavioral and social sciences, communications, humanities and fine arts, natural science and mathematics, as well as business foundation courses in accounting, data processing, economics, law, finance, statistics, management and marketing.

Organizational Administration

The organizational administration major provides options in three areas, business administration, public administration and information processing. The business administration option is jointly administered by this Department and the Department of Management, which also administers the public administration option. The business administration option gives students a broad, comprehensive type of business education preparing them to enter employment in a wide range of administrative positions, usually in business or government. The scope of their educational experiences enables these graduates to assume management operations positions in a small business or to join the staff of a large corporation.

The area of concentration in the business administration option, which provides for a high degree of student choice, includes course work beyond the business core in the areas of economics, accounting, marketing, finance, management, communications, and data processing or administrative systems,

plus other business and business-related courses selected by the student in consultation with a major adviser.

The public administration option is similar in design; however, the emphasis is upon work leading toward positions in the public sector of our economy. A more complete description of this program is provided in the Department of Management section in this *Catalog*.

The information processing option provides students with the opportunity to take course work in business data processing concepts, computer programming for business, management problems in information processing systems, data communication systems, management information systems, auditing, financial accounting, accounting information systems and communications. The field of information processing is dynamic and growing with many new employment opportunities being created constantly in both business and government.

Executive Secretarial Administration

Graduates of the executive secretarial administration program are prepared to assume major administrative and supervisory duties in the office and function as a part of the executive/administrative team. These employees may aspire to such positions as executive secretary, office supervisor, administrative services manager and information systems analyst.

The major concentration for executive secretarial administration students includes study in written communications, records management, administrative systems, secretarial procedures, automated office applications, office problems in typewriting, principles of office management, personnel management and advanced dictation-transcription.

Certificate Programs. Recipients of the stenographic or clerical procedures certificate are qualified for responsible stenographic or clerical positions. Employment opportunities in a variety of jobs in business offices and Civil Service have been excellent and future opportunities appear ever brighter.

In the certificate programs, about half of the course work is in general basic areas of study with the remainder in specialized courses. The emphasis in the stenographic option is on shorthand and transcription, while in the clerical procedures option, emphasis is placed on accounting and data processing.

Business Education

Few careers offer as much excitement and challenge as does teaching. Secondary schools, area vocational-technical schools and junior colleges provide most of the employment opportunities for teacher education graduates. Employment with business or government organizations in an educational capacity is also a popular employment opportunity.

A standard teaching certificate or licensure program is offered in the business education area. This program qualifies a person to teach the usual range of subjects, e.g., bookkeeping-accounting, business law, economics, in-

formation processing, management, typewriting, business organization, office machines, and shorthand and transcription.

Graduate Study

For those students who wish to undertake advanced study, the Department offers work leading to the Master of Science degree and the Doctor of Education degree. The Master of Science degree may be earned with a major in business education. Options are available in the business education program to provide for an emphasis in communication, data processing and economic education.

The Doctor of Education degree may be earned in business education, where emphasis may be given in such areas as communication, data processing and economic education. The Department also offers the special graduate work necessary for certification in vocational business and office education in accordance with provisions of the Vocational Education Act of 1963, as amended, 1976.

Economics

Professor and Head John D. Rea, Ph.D.

Regents Professor Richard H. Leftwich, Ph.D. Professors Michael R. Edgmand, Ph.D.; Joseph M. Jadlow, Jr., Ph.D.; Gerald M. Lage, Ph.D.; Ronald L. Moomaw, Ph.D.; Kent W. Olson, Ph.D.; Richard W. Poole, Ph.D.; Robert L. Sandmeyer, Ph.D.; Ansel M. Sharp, Ph.D.; John C. Shearer, Ph.D.; Frank G. Steindl, Ph.D.; Larkin B. Warner, Ph.D. Associate Professors Orley M. Amos, Jr., Ph.D.; Michael J. Applegate, Ph.D.; Robert C. Dauffenbach, Ph.D.; Pauline W. Kopecky, Ph.D.; Edward O. Price, III, Ph.D.; Joseph Shaanan, Ph.D. Assistant Professors David G. Bivin, Ph.D.; Kevin M. Currier, M.A.; Gregory P. Hoelscher, Ph.D.; Yoo Soo Hong, Ph.D.; Keith D. Willett, Ph.D.; Lee O. Zinser, Ph.D.

Economics is a science of choice. The study of economics centers around individuals' attempts to improve their living standards. It provides a comprehensive view of how a society is organized to transform the limited resources available into want-satisfying goods and services. It investigates the principles underlying the operation of the economic system, and seeks to determine its weaknesses and to prescribe policy measures that will improve its operation. In the process it ranges over a host of the most important problems confronting contemporary society—the causes of and remedies for depression and inflation, the determinants of and methods for improving income distribution, poverty problems and welfare measures, the role of the government in economic activity, the requisites for economic growth and development, pollution and congestion and their control.

The primary objectives sought in the undergraduate curriculum are to develop a broad understanding and perspective of the economic aspects of man's

activities, coupled with thorough training in the fundamental tools of economic analyses. Toward these ends, the development of elementary mathematical and statistical skills is highly desirable, as is complementary study in the social and behavioral sciences, accounting and business administration.

A major in economics prepares students for positions with business firms, nonprofit private organizations and government agencies. It provides an excellent background for the study of law. It qualifies competent students to undertake the graduate work necessary for professional positions in economic research and college or university teaching. A degree option in business economics and quantitative studies is offered to provide additional training in analytical methods and communication skill for both public and private sector occupations.

OSU offers a balanced program of graduate as well as undergraduate training in economics, leading to both Master of Science and Doctor of Philosophy degrees. Although all students at the graduate level are expected to become proficient in a common core of analysis, ample opportunities exist for specialization in such fields as monetary economics, public finance, international economics, economic development, urban and regional economics, econometrics, labor and manpower economics, and industrial organization.

Finance

Professor and Head W. Gary Simpson, Ph.D.

Associate Professor James F. Jackson, Jr., Ph.D.; **Assistant Professors** Mary S. Broske, Ph.D.; Janice N. Jadow, Ph.D.; Keshav Gupta, Ph.D.; Ronald K. Miller, Ph.D.; John Polonchek, Ph.D.

The primary objective of the undergraduate curriculum is to develop a broad understanding and perspective of the financial aspects of man's activities, coupled with thorough training in the fundamental tools of economic and financial analyses. Toward these ends, the development of elementary mathematical and statistical skills is highly desirable, as is complementary study in economics, accounting and business administration.

The major in finance is intended to prepare students for positions with organizations that require a special understanding of financial problems and financial systems. Students who major in finance are employed by financial institutions such as banks; the finance, accounting, or systems departments of business corporations; and other organizations that have need of financial expertise. An option in insurance is offered for those who wish to have a concentration in that field. Examples of topics covered in the finance program include financial management, program budgeting and planning models, investment theory, securities markets and financial institutions.

OSU offers a balanced program of graduate as well as undergraduate training in finance, leading to both Master of Business Administration and Doctor of Philosophy degrees. Although all students at the graduate level are expected

to become proficient in a common body of knowledge, ample opportunities exist for specialization in such fields as money and capital markets, investments, financial management and international finance.

Management

Professor and Head R. Dennis Middlemist, Ph.D.

Professors Charles R. Greer, Ph.D.; Mitchell O. Locks, Ph.D.; Hon-Shiang Lau, Ph.D.; Wayne A. Meinhart, Ph.D.; J. Scott Turner, Ph.D. Associate Professor Ramesh Sharda, Ph.D. Assistant Professors Steven H. Barr, Ph.D.; David C. Ho, M.B.A.; Tim C. Ireland, Ph.D.; Marilyn G. Kletke, Ph.D.; Chalmer E. Labig, Jr., M.A.; Benjamin M. Oviatt, M.S.; Thomas G. Pearce, M.B.A.; Jack Sullivan, M.B.A.

The majority of accomplishments in contemporary society are created through the modern organization. Whether our goals are to realize success in business or solve the pressing problems of our civilization, we must effectively manage organizational systems in order to maximize the probability of success.

As an area of study, the field of management offers dynamic, exciting possibilities to students interested in business careers, careers with complex nonbusiness organizations, and to students who seek the challenge of working on relevant, real-world problems. The field of management is concerned with the analytical process and the application of relevant theory and research to solving business and organizational problems. Examples of such problems include creating organizational structure, systems and policies; motivating people; planning courses of action; and efficiently allocating and utilizing resources. Since people in the field of management deal with real-world problems, the student should have a deep interest in applying knowledge in problem-solving situations. Examples of the kinds of knowledge applied include, but are not limited to, behavioral science, economics, mathematics and statistics, computing and information sciences, communications skills, accounting, and necessary knowledge of theory and methods in management and management science. It is not necessary for students to have interests in each of these areas since the field offers substantial opportunities for specialization.

The curriculum for the bachelor's degree requires of all students a common foundation of work in the disciplines listed above. Students are then guided into advanced work in these areas and in their applications of courses in management and management science. Four degree programs are available for choice based upon the student's interest in specialized work. Each program emphasizes analytical tools, the scientific method and essential theory that will be useful in a rapidly changing world.

Organizational Administration

The major in organizational administration is designed to give a broad, comprehensive study of relevant topics rather than a more specialized educa-

tion. Students who prefer flexibility and a broad scope to the study of business administration will find this an ideal program. In addition, it is increasingly apparent that the theory and tools of analysis applicable to business administration are found valuable in nonprofit organizations. Therefore, there is an option in business administration (jointly administered by this Department and the Department of Administrative Services and Business Education) and an option in public administration. Each program has been designed to involve the student in the problems of business or public administrators and to provide the background relevant to the solution of these problems. There is also an information processing option that is described in the Department of Administrative Services and Business Education section of this *Catalog*.

Management

The major in management is designed to prepare students for leadership careers with business or nonprofit organizations as managers. It emphasizes the study of management systems and problems. Students with interests in international management may elect a special option under the management major. Majors are typically employed by organizations of all types and sizes as managers, management trainees or staff specialists. The field of management has much to offer those interested in leadership roles in business and public sector organizations.

Personnel Management

The option in personnel management is designed to prepare students for careers in personnel. Anything that concerns the work force of an organization is the concern of the personnel manager. This includes labor relations and collective bargaining, forecasting the demand for personnel, attracting potential employees, orienting them and then developing the careers of those employed. For those who enjoy working with people, a career in personnel management offers many opportunities and the chance for personal growth and development.

Management Science and Computer Systems

The major in management science and computer systems is designed to prepare students for careers as staff managers in complex businesses or nonprofit organizations. There is a high demand for persons with advanced computer competency with a knowledge of business systems. Many students have a special interest in building concentrations in management systems and computer science. The management science and computer systems program is ideal for this purpose. Examples of topics covered include managerial decision theory, operations research, systems analysis, management information systems and operations management. The study of management science and computer topics may be combined with advanced work in related disciplines for those with appropriate interests. Management science and computer systems majors typically

enter business or public organizations as management systems analysts, computer systems analysts, or management trainees. Many also undertake graduate study to further their professional education.

Graduate Programs in Business Administration

For those students who wish to prepare themselves better for professional positions, the departments of Management, Marketing Economics and Finance offer advanced work leading to the degrees of Master of Business Administration (M.B.A.) and Doctor of Philosophy in business administration, with majors in finance, management, management science or marketing.

Marketing

Professor and Head Stephen J. Miller, Ph.D.

Professors James W. Gentry, D.B.A.; B. Curtis Hamm, Ph.D.; William M. Kincaid, Ph.D.; William G. Zikmund, D.B.A. Associate Professors Raymond P. Fisk, D.B.A.; George C. Jackson, Ph.D.; Raymond W. LaForge, D.B.A.; L. Lee Manzer, Ph.D.; John C. Mowen, Ph.D. Assistant Professors Ruth H. Krieger, Ph.D.; Joshua L. Wiener, Ph.D.; Clifford E. Young, Ph.D.

Marketing is an exciting field of study in which a wide variety of job opportunities exist. It is also an excellent foundation study for eventual movement to top management within an organization.

Marketing is concerned with the identification of wants and needs by consumers and the development of products, distribution channels, price and communication methods to best satisfy those wants and needs. Our economic system is dependent on the ability of organizations to match resources with needs. As such, firms become more marketing-oriented every year.

A marketing graduate will likely be involved in performance and management of many different traditional areas of decision-making-sales, advertising, logistics and marketing research. In addition, one will frequently assist in product planning, developing marketing information systems and general management.

The effective marketing executive today must develop a perspective and capability that reflect a four-dimensional program of study: (1) a liberal education in the sciences, humanities, behavioral and social sciences, mathematics and communications; (2) an adequate knowledge of the major functional areas of business; (3) a high-level competency in marketing; and (4) study in a supportive field. Liberal education is emphasized during the freshman and sophomore years. The study of the functional areas of business begins in the sophomore year and continues into the junior year. During the junior and senior years, the focus is on marketing. In addition to the introductory course, which provides an overview of the field of marketing, the student will take courses in consumer behavior, promotion, sales management, marketing research, channels and marketing policy. While studying marketing, one typically selects

courses in fields such as management finance, statistics, advertising/public relations and other fields to support a particular career choice within the marketing field.

Graduate Programs in Business Administration

For those students who wish to prepare themselves better for professional positions, the departments of Management, Marketing, and Finance offer advanced work leading to the degrees of Master of Business Administration (M.B.A.) and Doctor of Philosophy in business administration, with majors in finance, management, management science or marketing.