

College of Business Administration

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John T. Bale, Jr., Ed.D., Associate Dean
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Walter L. Starks, Ed.D., Director of Student Academic Services

Academic 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 Academic Services, are available to all students for counseling on special problems.

Academic 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 computer 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. 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.



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.

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.

General Education

The minimum campus-wide general education requirements are summarized as follows: not less than 40 semester hours, including six hours of English composition, and 34 hours in the breadth areas. These include: six hours in American history and government and at least one three-hour course in each of the four areas-Natural Science, Social and Behavioral Science, Humanities, and Abstract and Quantitative Thought. No more than 18 of the 34 hours meeting breadth requirements may be in disciplines directly supportive of the major.

Two other requirements include: an "International Dimension" and a "Scientific Investigation" component. These may be met in any part of the student's program, and thus do not necessarily

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.

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.

Accreditation

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.

High School Preparation

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, computer science, foreign language and public speaking will be quite valuable.

Scholarships

Oklahoma State University has an extensive scholarship program for entering freshmen, and applications should be sent to the OSU Financial Aids Office by February 1 during one's senior year in high school. College of Business Administration scholarships are mainly reserved for sophomores, juniors, and seniors. Scholarship awards are based on academic performance, leadership and need.

add to the number of hours required. The International Dimension simply requires each student to learn something about cultures and societies outside the United States. The Scientific Investigation Requirement involves some kind of laboratory experience with student involvement. More detail concerning these and other requirements is found in the next section, "Lower-division Requirements."

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, three semester credit hours; American government, three hours; and six 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 theater.

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, six semester credit hours, and introduction to public speaking, three 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 the *Catalog*.)

General electives: In addition the student may elect courses from any area except lower-division aerospace studies and military science and HPEL 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.



Departmental Clubs and Honor Societies

Alpha Kappa Psi (professional business organization)

Beta Alpha Psi (accounting)

Beta Gamma Sigma (business administration honorary)

Beta Upsilon Sigma (professional business organization)

Business Student Council

Entrepreneurship Club

Data Processing Management Association

Delta Sigma Pi (professional business organization)

Financial Management Association

Future Secretaries Association

Graduate Students in Business Administration

Phi Beta Lambda (business leadership)

School of Accounting

Professor and **Head James R. Boatsman**, 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.

Graduate Programs

The Master of Science Degree. The specific objectives of the M.S. in accounting are to provide candidates with a greater breadth and depth than is possible in the B.S. program, in order to prepare graduates for careers as professional accountants in financial institutions, industry, non-business organizations, and public practice, and to develop judgmental ability in accounting and related areas. Advanced courses provide a theoretical base for insight into significant problems confronting the accounting profession. The candidate receives assistance from the faculty in selecting a pattern of courses designed to prepare the student according to the chosen professional goals.

Graduates of recognized colleges and universities whose records indicate adequate intellectual capacity and desirable personal characteristics may qualify for admission. The minimum admission standards for the Master of Science in accounting degree are based on a combination of the candidate's undergraduate grade-point average and the score on the Graduate Management Admission Test (GMAT). These factors are weighted by use of a formula and a candidate must obtain at least 950 points to be considered for admission. The formula is: $(\text{GPA} \times 200 + \text{GMAT score} = 950)$.

Prerequisites. The following are required: 24 semester hours of advanced accounting; six semester hours of business law; business calculus; three semester hours each in finance, management, marketing, production, quantitative analysis, business policy, intermediate microeconomics and 6 semester hours in statistics. As many as eight semester hours of course deficiencies may be removed within the 32 semester hours required for the degree.

The Doctor of Philosophy Degree. The Ph.D. in the College of Business Administration with a major in accounting emphasizes flexibility to meet the particular needs and objectives of individual candidates. The program is designed to provide the highest degree of preparation for the individual student, enabling the student to make significant professional contributions in research, teaching, or in business or government positions.

Graduates of recognized colleges and universities whose records indicate adequate intellectual capacity and desirable personal characteristics may qualify if they have a good academic record and achieve satisfactory scores on the GMAT. Admission is competitive.

The Ph.D. program is designed so that a candidate may, at his or her option, specialize in one of the following accounting areas: auditing, managerial accounting, financial accounting, or taxation. All candidates are required to take a two-

semester seminar which provides an overview of relevant academic literature. This seminar is restricted to Ph.D. candidates in accounting. Two minor areas, one of which may be outside the College of Business Administration, are required, in addition to competence in economics and quantitative analysis. The candidate's advisory committee is responsible for assisting in the development of a plan of study encompassing the above areas. Students in residence are required to do teaching or research on a quarter-time basis while earning the degree.

Administrative Services and Business Education

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

The Department offers a number of related but somewhat diverse major fields of study, namely, organizational administration, executive secretarial administration and business 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, and 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 the economy. A more complete description of this program is provided in the "Department of Management" section in the *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 business subjects, e.g., bookkeeping-accounting, business law, economics, information processing, management, typewriting, business organization, office machines, and shorthand and transcription.

Graduate Programs

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 communications, economic education, and information processing. The Doctor of Education degree may be earned with a major in business education. In this major, special emphasis may be given to communications, economic education, or information processing. 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. The program is administered jointly by the College of Business Administration and the State Department of Vocational and Technical Education.

Assistantships are available for graduate students working toward master's and doctor's degrees. Information and application forms may be secured from the department head.

The Master of Science Degree. Business education master's degree programs are planned to meet the individual needs and interests of the student, to provide an opportunity for improvement in teaching skills and to strengthen the student's preparation in business subject fields. The demand for business educators with master's degrees remains strong.

Major in Business Education. The requirements for the Master of Science degree with a major in business education include the completion of a minimum of 24 semester credit hours in business and business education or related courses. Generally, from 15 to 21 semester hours of credit are earned in professional business education courses with the remaining credits earned in business content courses.

Option 1 is designed for secondary school teachers and prospective secondary school teachers (1) who have completed undergraduate majors that qualify them for business teaching certificates or (2) who have completed undergraduate majors in business or related areas but lack credit in professional teacher education courses necessary for certification. For the latter group the graduate program is planned to include courses required for certification. At least 32 graduate credit hours are required for this program.

Under this option, a student may major in business education. Candidates for the degree with a major in business education may specialize in economic education.

Major in Business Education with Emphasis in Economic Education. In addition to the requirements described in the preceding paragraphs for the major in business education, the student earning the degree with an emphasis in economic education must complete 12 semester hours of credit in economics and economic education. These 12 semester hours can be counted toward the general requirement of 24 semester hours of credit in business and business education or related courses.

Option II is designed for students who want to prepare for teaching business content courses in post-secondary schools, especially community/junior colleges. At least 32 graduate credit hours are required for this program.

Under this option, a student can complete up to 22 semester hours of work in content areas, such as accounting, economics, management, finance, marketing, communications, and information processing. From nine to 12 semester hours of work are taken in business education courses designed to aid the prospective teacher in such areas as establishing goals and objectives, methods of teaching, and student evaluation.

Courses fulfilling the common body of knowledge requirements of the College of Business Administration must be completed by all students receiving the Master of Science degree. Courses taken on an undergraduate program may fulfill all or most of these requirements. In addition, many of those not completed as an undergraduate may be taken for graduate credit on the master's degree program.

Applicants for admission to the Graduate College must submit results of the Miller Analogies Tests. Students unable to submit these scores with the Graduate College application for admission may, upon approval of the department head, complete this portion of the admission procedure by taking the examination prior to the first week of classes.

For unqualified admission students generally must have a grade-point average of 2.75 or better in either of the following: (a) all undergraduate work, or (b) the last 60 semester hours of undergraduate work and an acceptable MAT score. A formula combining grade-point average and the MAT score is used. Students must also have the approval of the department head or the coordinator of graduate programs for official admission to programs.

Other instructions about admission, registration, and related topics in the "Graduate College" section of the *Catalog* apply to students working toward the master's degree in the areas identified here. A handbook entitled *Graduate Study in Business Education* is also available from the Department of Administrative Services and Business Education.

The Doctor of Education Degree. As a member of the Teacher Education Group of the Graduate Faculty, the Department participates in the planning and directing of programs followed by business educators who are studying for the Doctor of Education degree.

Programs leading to the Ed.D. degree with a major in business education are designed to prepare outstanding men and women for careers in teaching professional business education and/or business content areas at the college or university level. Sufficient flexibility is maintained in program planning to give consideration to the individual's educational background and experience as well as to further career goals.

Special emphasis in the professional education phase of the work may be given to communications, economic education or information processing with appropriate related work in content areas.

A minimum of 90 semester credit hours of graduate work, including thesis credit of 10 hours, which is approximately six semesters of full-time graduate study, is required beyond the bachelor's degree. One academic year of the last two is to be spent in continuous residence on the Stillwater campus.

The following general recommendations are made concerning division of course work:

1. Business, economic, and/or general professional education areas: from 22 to 30 semester credit hours of course work. For most candidates, the emphasis would be in professional business education or economic education. Students are expected to have a basic understanding and knowledge of such areas as history and philosophy of education, curriculum, methodology, psychology, tests and measurements, learning theory, and research in the field.
2. Higher education, occupational and adult education, secondary education, educational administration, or other areas approved by the Department: from nine to 12 semester credit hours may be taken in an auxiliary field such as higher education, occupational and adult education, school administration, secondary education or others approved by the Department.
3. Business content area(s): from 22 to 45 semester credit hours of the course work. Candidates have the choice in consultation with their advisory committees of selecting only one area, or two or three areas, of concentration.

Students selecting a professional education emphasis in economic education would want a concentration in economics. Other candidates might have concentrations in the areas of management and marketing, accounting and finance, office systems and procedures, data processing, business communication, or other appropriate areas and combinations.

The qualifying or comprehensive examination, as specified by the advisory committee, reflects and is based upon the approximate division of work set forth in the above guidelines.

Applicants for admission to the Graduate College must submit acceptable scores on the verbal and quantitative portions of the Graduate Record Examination. An average score of 500 on the two aptitude portions of the examinations is expected along with outstanding undergraduate and graduate academic records. Successful teaching experience is required. Students must also have the approval of the department head or the coordinator of graduate programs for official admission to programs.

Other instructions about admission, registration, and related topics in the "Graduate College" section of the *catalog* apply to students working toward the doctorate with a major in business education. A handbook entitled *Graduate Study in Business Education* is also available from the Department of Business Education and Administrative Services.

Business Administration

Assistant Professor and Director of Graduate Studies Ronald K. Miller, Ph.D.

Graduate Programs

The Master of Business Administration Degree. The Master of Business Administration program provides graduate professional education for individuals who want to prepare for administrative careers in either the private or public sector. It is a comprehensive, yet flexible program that provides the knowledge and analytical tools to cope with the complexities of administration within diverse environments.

The program develops fundamental knowledge in the areas of accounting, finance, management, and marketing. Further, it provides critical analytical and research capabilities through research design and computer-based decision courses. The program is a 48-hour, self-contained program. There are two program options. The student may either take 48 hours of course work, or take 42 hours of course work and write a six-hour graduate research report. Although no specific prerequisite courses are required for admission, students with non-quantitative backgrounds may find such courses very beneficial. The MBA is an advanced studies program that assumes a fair degree of sophistication in mathematics, statistics, computer science, accounting and economics. The length of the program for a full-time student is normally two years, but the degree might be earned in less time by attendance in summer session courses. The student may: (1) continue broad managerial development through course work in a variety of graduate functional areas and analytical tool courses; (2) emphasize studies in a traditional area of finance, management, or marketing; (3) emphasize one of the less traditional fields of study such as public administration, international business, entrepreneurship, or information systems.

The student's course of study will follow a personalized interdepartmental curriculum developed in conjunction with the faculty adviser. Outstanding students with baccalaureate degrees in any field of study may apply. Admission is granted to those students whose potential for successful graduate study is clearly indicated by the undergraduate grade-point average, the score on the Graduate Management Admissions Test, and



information obtained through letters of recommendation and/or a personal interview.

The Doctor of Philosophy Degree. The Ph.D. in business administration is an interdepartmental program in the College of Business Administration. The degree emphasizes flexibility to meet the particular needs and objectives of individual candidates. The program is designed to provide the highest degree of preparation for the individual student, enabling him or her to make significant professional contributions in research, teaching, or in business or governmental positions.

Requirements. Students select *one major* area of study from either accounting, finance, management or marketing, and *two minor* areas. The dissertation is usually written in the student's major area. One of the minor areas must be taken in the College of Business Administration. The second minor may be taken from another department within the College of Business Administration or from a department outside the College.

All candidates for the Ph.D. degree in business administration are expected to have a basic competence in all the major functional areas of business administration—accounting, economics, finance, management and marketing. In addition, **basic competence is expected in finite mathematics, calculus and statistics.** Students who possess a recent master's degree in business from a program accredited by the Accreditation Council of the American Assembly of Collegiate Schools of Business will generally have satisfied most of the basic competence requirements in these areas.

Administration. The program is administered by the dean of the Graduate College and the department in which the student enrolls with the assistance of a faculty advisory committee.

Major and Minor Areas. The candidate's advisory committee is responsible for assisting in the development of a plan of study that assures competence in the major and minor areas and in economics and quantitative analysis. All Ph.D. students in residence are required to do teaching or research on a quarter-time basis, for at least one semester, while earning the degree.

Economics

Professor and Head John D. Rea, 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 train-

ing 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.

Graduate Programs

The Department offers work leading to the Master of Science degree and the Doctor of Philosophy degree. The graduate program in economics prepares economists for academic careers as well as research and administrative positions in business and government agencies.

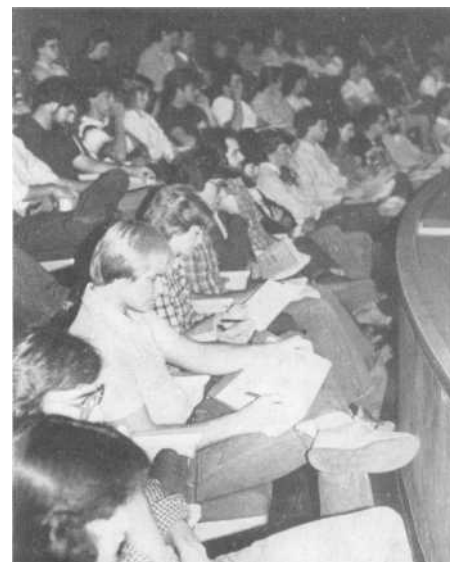
Graduate fields of specialization include monetary economics, public finance, international economics, economic development, econometrics, labor and human resource economics, industrial organization, and urban and regional economics. In addition, graduate courses are offered in the history of economic thought and in mathematical economics.

The initial admission to graduate programs is determined by an elected graduate studies committee on the basis of the applicant's previous academic record; verbal, quantitative and analytical scores of the Graduate Record Examination; and letters of recommendation.

The Master of Science Degree. Admission to the master's program in economics is granted to college graduates with superior academic records whose preparation has been broad and thorough. They need not have majored in economics as undergraduates but must be well grounded in economic fundamentals. A good background in one or more such fields as history, philosophy, mathematics, statistics, political science, English, sociology, accounting, finance, psychology, or management is particularly helpful to the graduate student in economics. An applicant whose prior preparation is deficient in some respect, may, if otherwise qualified, be admitted to the program but will be required to remove the deficiency, increasing somewhat the time needed to complete work for the degree.

Each graduate student is guided in the preparation of a program of study by a graduate studies committee. At the master's level, there are two options. One option provides the student with a well-rounded program that avoids premature specialization in some particular area of economics. The candidate for the master's degree is required to show competence in basic economic theory and statistical methods, together with an understanding of the fundamental institutional operations of the United States economy. The second option is in applied economics which stresses communication skills, quantitative analysis and course work from other disciplines related to their career objectives.

Each program contains enough electives to permit considerable choice among areas of emphasis. A research report is required of all students who take only the M.S. degree. Those



accepted for the Ph.D. program have the option of applying for and receiving the M.S. degree without the research report upon successful completion of the Ph.D. qualifying examination and the filing of an approved Ph.D. thesis topic with the Graduate College. A foreign language is not required.

The Doctor of Philosophy Degree. Admission to the doctoral program in economics is granted to college graduates who have satisfactorily completed at least one year of graduate work in economics and who have superior academic records.

This program stresses balanced preparation in economic theory and in mathematics and statistics, as well as competence in subject-area fields of specialization. The student is required to pass qualifying examinations in the theory core and in two fields of specialization. (The theory core is not considered a field of specialization.) Competence must be demonstrated in a third field of specialization, either through course work or by passing a qualifying examination in the field. An advisory committee helps the student plan a program of study to achieve these objectives. A foreign language is not required.

A dissertation based upon original research is required of the candidate for a Ph.D. degree in economics. A final oral examination deals principally with the dissertation and fields to which it is most closely related.

Finance

Professor and Head W. Gary Simpson, 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.

Graduate Programs

Concentrations in finance are offered through the Master of Business Administration and Doctor of Philosophy degrees.

The Master of Business Administration Degree. See "Business Administration."

The Doctor of Philosophy Degree. The Ph.D. as offered by the Department of Finance provides intensive study in finance, preparing students for significant professional contributions in university teaching and research or staff positions in business or government.

The program is designed to meet the needs and objectives of individual students, but all students will seek an in-depth understanding of the theoretical foundations of financial economics and develop research skills in finance.

Students will select finance as their major area of study. One or two minor areas are also to be selected. A minor area must be taken in the College of Business Administration from accounting, economics, management, management science, or marketing. The second minor area (if any) may or may not be taken outside the College of Business Administration. As support for the major and minor field of study, each student is required to attain graduate level competence in economic theory and quantitative methods.

Prerequisites for admission to the program are appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business-accounting, finance, management, and marketing. Competence in the functional areas is usually attained by completion of an appropriate graduate course in each area through a program accredited by the American Assembly of Collegiate Schools of Business.

Competence in planning and executing research is demonstrated by a dissertation. In addition, each candidate must pass comprehensive qualifying examinations, both written and oral, and a final oral examination on the dissertation itself. To enhance teaching skills, students are normally required to teach on a quarter- or half-time basis for at least one semester while earning the degree.

Outstanding students with degrees in any field of study may apply. Applications for admission are evaluated on the basis of (1) undergraduate and graduate grade-point averages, (2) score on the Graduate Management Admissions Test, (3) a two- or three-page statement describing goals and academic interests, (4) three letters of recommendation, (5) evidence of research potential, and (6) a personal interview when feasible. It is the applicant's responsibility to see that all materials related to these criteria are received by the Department of Finance.

Management

Professor and Head Charles R. Greer, Ph.D.

The majority of accomplishments in contemporary society are created through the modern organization. Whether the goals are to realize success in business or solve the pressing problems of civilization, organizational systems must be effectively managed 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 education. 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 working with 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

The Department of Management offers work leading to the Master of Business Administration and the Doctor of Philosophy in business administration degrees.

The Master of Business Administration Degree. (See "Business Administration.")

The Doctor of Philosophy Degree. The Ph.D. in business administration program through the Department of Management provides intensive study in management and management science. It prepares the student for significant professional contributions in university teaching and research, or staff positions in business or government.

The program is quite flexible and individually structured to meet the needs and objectives of each candidate. Emphasis is placed on an astute understanding of analytical and theoretical foun-

dations of the business environment and development of research capabilities in the area.

The student will select as his or her major area management/management science. Two minor areas are also to be selected. One of the minor areas must be taken in the College of Business Administration from the fields of accounting, economics, finance, or marketing. The second minor area may or may not be taken outside the College of Business Administration. As support for the major and minor fields of study, each student is required to attain graduate level competence in economic theory and quantitative methods.

As prerequisites to the program, all candidates are to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, management, and marketing. Competence in the functional areas is usually assumed for candidates having recently completed an appropriate graduate course in each area through a program accredited by the American Assembly of Collegiate Schools of Business.

Competence in planning and executing research must be demonstrated in a dissertation. In addition, each candidate must pass a series of comprehensive qualifying examinations, both written and oral, and a separate, final oral examination on the dissertation itself. To enhance teaching skills, all Ph.D. students in residence are required to teach on a quarter- or half-time basis for at least one semester while earning the degree.

Outstanding students with master's degrees in any field of study may apply. Applications for admission to the program are evaluated on the basis of (1) undergraduate and graduate grade-point averages, (2) score on the Graduate Management Admissions Test, (3) a two- or three-page statement describing goals and academic interests, (4) three letters of recommendation, (5) evidence of research potential, and (6) a personal interview when feasible. It is the responsibility of each applicant to insure that all material related to the above criteria is received by the Department.

Marketing

Professor and Head Stephen J. Miller, 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

The Department of Marketing offers work leading to the Master of Business Administration and the Doctor of Philosophy in business administration degrees.

The Master of Business Administration Degree. (See "Business Administration")

The Doctor of Philosophy Degree. The Ph.D. in business administration program through the Department of Marketing provides intensive study in marketing. It prepares the student for significant professional contributions in university teaching and research, or staff positions in business or government.

The program is quite flexible and individually structured to meet the needs and objectives of each candidate. Emphasis is placed on an astute understanding of analytical and theoretical foundations of the business environment and development of research capabilities in the area.

The student will select marketing as his or her major area of study. Two minor areas are also to be selected. One of the minor areas must be taken in the College of Business Administration from the fields of accounting, economics, finance, management or management science. The second minor area may or may not be taken outside the College of Business Administration. As support for the major and minor fields of study, each student is required to attain graduate level competence in economic theory and quantitative methods. Competence in planning and executing research must be demonstrated in a dissertation.

Each candidate must pass a series of comprehensive qualifying examinations, both written and oral, that address knowledge in the major and minor fields. A separate final oral examination will be held on the dissertation itself. To enhance teaching skills, all Ph.D. students in residence are required to teach on a quarter- or half-time basis for at least one semester while earning the degree.

As prerequisites to the program, all candidates are to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business: accounting, finance, management, management science and marketing. Competence in the functional areas is usually assumed for candidates having recently completed an appropriate graduate course in each area through a program accredited by the American Assembly of Collegiate Schools of Business.

Outstanding undergraduate or graduate students from any field of study may apply. For those without a master's degree, the plan of study for the Ph.D. degree will typically allow for the grant-

ing of an M.B.A. prior to completion of the Ph.D. degree. Applications for admission to the program are evaluated on the basis of (1) undergraduate and graduate grade-point averages, (2) score on the Graduate Management Admissions Test or Graduate Record Examination, (3) a two- or three-page statement describing goals and academic interests, (4) three letters of recommendation, (5) evidence of research potential, and (6) a personal interview when feasible. It is the responsibility of each applicant to insure that all material related to the above criteria is received by the Department of Marketing. Application forms and detailed explanation of the Ph.D. degree in business with a major field in marketing are available through the Department.

