

College of Business Administration

Academic Offerings 1999-2000

School/Department	Major/Emphasis	Degree**
SCHOOL OF PROFESSIONAL ACCOUNTANCY		
	ACCOUNTING Accounting Emphasis	BSBA
ECONOMICS AND INTERNATIONAL BUSINESS		
	ECONOMICS* Economics Emphasis International Business Emphasis	BSBA
MANAGEMENT AND MIS		
	MANAGEMENT* Management Emphasis Production/Operations Management Emphasis	BSBA
	MANAGEMENT INFORMATION SYSTEMS* Financial Information Systems Emphasis Management Information Systems Emphasis	BSBA
MARKETING AND FINANCE		
	MARKETING* Marketing Emphasis	BSBA
	FINANCE* Banking and Finance Emphasis Insurance Emphasis Real Estate Emphasis	BSBA
	BUSINESS ADMINISTRATION* Business Administration Emphasis	BSBA

*Minor Available to Non-Business Students

**Degree Abbreviation: (BSBA) Bachelor of Science in Business Administration.

College of Business Administration

William D. Gunther, Dean
 Roderick B. Posey, Associate Dean
 Debby Hill, Manager, CBA Undergraduate Academic Services
 Carolyn Cawthon, Academic Adviser
 Hattiesburg, MS 39406-5021
 (601) 266-4663

Mission

The College of Business Administration at the University of Southern Mississippi is committed to preparing students for careers in business and to assisting organizations in South Mississippi. Accordingly, our programs emphasize

- values conducive to personal and career development •
- the functions and environment of business •
- communication and critical-thinking •
- the global dimension of business •
- ethical decision-making. •

To fulfill our mission the College seeks a balanced and synergistic agenda of instruction, scholarly activity, and professional service.

Accreditation

Recognizing that the College of Business Administration has fulfilled accreditation requirements, the AACSB—The International Association for Management Education—has accredited all business programs offered on the Hattiesburg and Gulf Coast campuses. The School of Professional Accountancy has also achieved separate accreditation by AACSB.

Organization and Administration

Dean's Office

The Dean is the chief administrative officer of the College of Business Administration (CBA) and is responsible for all operations of the college. In the CBA Undergraduate Academic Services Office, the Manager oversees admissions to the CBA, recruitment, the advisement process, and degree applications. Students needing assistance should direct inquiries to the CBA Undergraduate Academic Services Office.

Academic Administrative Units

The academic administrative units that report to the Dean's Office are the School of Professional Accountancy, the Division of Business Administration-Gulf Coast, and the Departments of Economics and International Business, Management and MIS, and Marketing and Finance. A list of undergraduate academic offerings appears at the beginning of this section, while detailed information on curricula follows.

Student Procedures

Admission

High School graduates who have been admitted by the University and who wish to major in an area of business administration are concurrently admitted into the College of Business Administration. Transfer students are likewise admitted directly into the College upon admission to the University. Students who wish to transfer from another college within the University must have at least a 2.0 GPA overall as well as in all business courses. Application may be made to the CBA throughout the year,

but applications normally will not be processed during the final two weeks of a term. After admission to the College, students will be advised in the Undergraduate Academic Services.

Restrictions

The College of Business Administration imposes the following limitations on transfer credits:

1. Courses offered at the junior or senior level at The University of Southern Mississippi are not normally accepted in transfer from two-year institutions.
2. Not more than one-half of the College of Business Administration core curriculum plus requirements for the major is accepted in transfer.
3. Transfer courses designated as technical training courses, as well as developmental courses such as intermediate algebra, are not accepted as meeting degree requirements.
4. See additional restrictions on transfer credit under a following "Graduation Requirements" section.

In addition, there are the following restrictions for enrolling in courses offered by the College of Business Administration:

1. At least junior standing (54 hours completed) is required of all students enrolling in College of Business Administration courses numbered 300 or above.
2. College of Business Administration majors must have completed the following twenty-three (23) hours with a minimum GPA of 2.00 prior to beginning their junior-level business courses: ACC 200, ECO 201/202, ENG 101/102, MAT 101/102, and MIS 201/202.
3. Students majoring in degree programs outside of the College of Business Administration may not take more than 30 credit hours of Business Administration courses (including transfer credit) without being admitted to the College.
4. Students are not normally allowed to be dually enrolled at USM and another institution. Students must obtain approval from the Manager of CBA Undergraduate Academic Services prior to dual enrollment. The dual enrollment policy includes independent study courses as well.
5. CBA courses offered through independent study are primarily for non degree seeking students. Therefore, CBA majors are generally not allowed to take independent study courses to satisfy degree requirements.
6. For restrictions on using the pass/fail option, refer to the section of this Bulletin on "General Academic Regulations."
7. Students desiring to transfer additional courses for degree requirements after attending USM are encouraged to obtain prior approval of transfer work from the Manager of Undergraduate Academic Services.

Changes of Major

College of Business Administration students who wish to change to another business major can do so by completing a "Change of Major" form in the CBA Undergraduate Academic Services Office. The academic areas involved are notified so that advisement files can be transferred.

Students who desire to transfer to a degree program outside the College of Business Administration must first be accepted by the college offering the program. Applications for admission to the new program are processed in the dean's office of the college which grants the degree. The academic areas involved are notified so that advisement records can be transferred.

Advisement

Students are advised in Undergraduate Academic Services where their advisement records are maintained. Prior to registration, if necessary, an adviser can help arrange a schedule of classes for the upcoming semester. An early advisement and registration period is scheduled near the middle of each semester. Students with a probationary status must see an adviser.

Probation and Suspension

University regulations regarding probation and suspension are listed in this Bulletin under “General Academic Regulations.” College of Business Administration students who do not meet University grade point requirements are placed on probation or suspended. Students with a probationary status must see an adviser for academic counseling.

Students who are suspended are not allowed to take classes for at least one fall or spring semester. Anyone who earns college credit elsewhere while on academic suspension from the College of Business Administration may not apply these credits toward graduation requirements in the CBA. After one semester, suspended students may submit an application for reinstatement to the College of Business Administration. The CBA Suspension Committee reviews these applications and academic records to determine whether students are to be readmitted.

Graduation Requirements

To graduate, students must meet all prescribed course requirements shown on their PACE sheets. Information about the procedures for filing an “Application for Degree” are available in the CBA Undergraduate Academic Services Office. Students should be aware of the following degree requirements:

1. A minimum of sixty-four (64) hours of course work must be taken in a senior college.
2. A maximum of six (6) approved hours from study-abroad programs may be used in meeting degree requirements.
3. Special restrictions apply to correspondence and extension credits, to credit by examination, to challenge examinations and special problem courses. Students who are interested in these possibilities must obtain prior approval from the CBA Undergraduate Academic Services Office to assure that credits are applicable toward a College of Business Administration degree.
4. To receive a Bachelor of Science in Business Administration degree from the College of Business Administration, students must complete their last thirty-two (32) hours of course work, including MGT 400 and at least twelve hours in the major at USM. Independent study courses may not be taken during the last 32 hours.
5. Of all required business course work taken, at least 50 percent (34 hours) must be completed at USM.
6. Of all required course work, a minimum of 50 percent must be non-business courses.
7. In addition to meeting all course work requirements, students must have a 2.0 grade point average (1) overall, (2) in the College of Business Administration core, and (3) in the major. Transfer students also must meet the foregoing grade point average requirements for all courses taken at USM and must also have a 2.0 average for all attempted college course work.

Double majors within the College of Business Administration must be carefully planned since students must complete a minimum of 21 hours in each emphasis. Therefore, a student who wishes to pursue a double major must have such a course of study approved by the Manager of CBA Undergraduate Academic Services Office.

CBA majors may elect to pursue a minor in an area outside the College. Prior to completing seventy credit hours, students who wish to pursue such minors must request the approval of the Manager of CBA Undergraduate Academic Services Office. CBA minors normally are offered only to students pursuing a degree outside the College of Business Administration. Double minors within the CBA also must be carefully planned since courses in each minor may not overlap.

Students who wish to complete a second baccalaureate degree in the CBA must request a “Change of Major” and have a program of study approved by the Manager of CBA Undergraduate Academic Services and the department chair. Students must complete a minimum of 32 hours in order to receive a second baccalaureate degree.

Placement

The University maintains a central Placement Center which assists College of Business Administration students in locating employment following graduation. Students are expected to establish a file with the Placement Center at least two semesters prior to graduation in order to qualify for interviews with prospective employers.

Student Organizations

There are several professional and honorary societies for business students who are interested in sharing common interests or who have achieved high academic standing. These societies include the following organizations: the American Production and Inventory Control Society; Association of Information Technology Professionals; Beta Alpha Psi, national scholastic and professional accounting fraternity; Beta Gamma Sigma, national scholastic honorary society for business students; Collegiate Chapter of the American Marketing Association; Epsilon Chi Omicron; Financial Management Association National Honor Society; Institute of Management Accountants, professional accounting fraternity; Collegiate Chapter of National Association of Business Economists, a professional economics organization; Omicron Delta Epsilon, national honorary society in economics; Phi Chi Theta, national professional business fraternities; Sigma Iota Epsilon, both an honorary and a professional fraternity; and the Society for the Advancement of Management (SAM). A representative from each of these organizations and other appointed students constitute the Business Student Advisory Council, which works with and advises the Dean on many student-related matters.

Financial Assistance

There are several scholarships designated for College of Business Administration students as well as other awards for which business students are eligible. Information concerning business scholarships can be obtained from the CBA Scholarship Committee. Inquiries regarding other forms of financial aid should be directed to the Director of Financial Aid, Box 5101, Hattiesburg, MS 39406-5101.

Graduate Studies

Undergraduate students who are considering applying for admission to graduate business degree programs should consult with Graduate Academic Services. Admission to graduate business programs at USM is based on several factors, including the undergraduate grade point average and the score on the Graduate Management Admission Test (GMAT).

Study Abroad in Business Administration

The College of Business Administration offers its students the opportunity to earn six (6) hours of approved credit toward their degrees while studying abroad. Business study-abroad courses may be substituted for the following requirements (maximum of 6 hours) subject to prior approval: (1) FL 401, (2) ECO 336, (3) ANT 221/GHY 341 or foreign language requirement, (4) up to 3 hours in the student's major, and (5) directed elective. These study-abroad programs are available during the summer semester at relatively low cost to the student.

Curriculum: First- and Second-Year Course Requirements for all College of Business Administration Majors

The business administration curriculum for the first two years consists primarily of non-business courses which provide intellectual breadth and thereby complement the specialized studies that follow in the junior and senior years.

Students should complete the following courses during the first and second years:

Freshman Year

ENG 101 and 102	6
Fine Arts elective*	3
NFS 167	1
HIS 101 and 102	6
PSY 110	3
HPR 105	1
MAT 101 and 102	6
Science Laboratory	8

Sophomore Year

ACC 200	3
ANT 221 or GHY 341 or a Foreign language	3
BA 200	3
ECO 201 and 202	6
ENG 203	3
MIS 201 and 202	2
SOC 101	3
SCM 111 or 320	3
General Electives	4
TOTAL	64

*See the PACE Degree Plans in College of Business Administration section of this Bulletin for available options.

School of Professional Accountancy

W. Robert Smith, Acting Director
 Hattiesburg, MS 39406-5178
 (601) 266-4641

M.J. Albin, S. Clark, J. Crockett, M. DePree, L. Gore, J. Henderson, C. Jordan, H. Keasler, J. King, G. Pate, P. Polk, R. Posey, R. Smith, L. Staniszewski, P. Torres

Mission

The School of Professional Accountancy (SPA) is an academic unit within the College of Business Administration (CBA) at The University of Southern Mississippi and is committed to the mission of the CBA. Within this framework, the SPA has its own unique mission.

The primary objective of the SPA is to be a quality provider of undergraduate- and master's-level accounting education. The SPA strives to produce technically competent and broadly educated accounting graduates who are marketable. Graduates should be able to think critically and to communicate clearly. In addition, graduates should understand the ethical and global dimensions of accounting practice, and the necessity for life-long learning. The SPA is also committed to providing quality accounting education to other students to complement their chosen curricula. Therefore, as its first priority the SPA emphasizes excellent teaching in an environment of continuous curriculum development to ensure currency and relevance.

The SPA also acknowledges its responsibilities to the University, the CBA, the accounting profession, business and government enterprises, and taxpayers. The SPA strives to meet these responsibilities by providing appropriate services and by engaging in the scholarly pursuits of research and writing. These activities complement the primary teaching mission.

Undergraduate and Graduate Programs

The School of Professional Accountancy offers an undergraduate program which is designed to prepare students for a variety of entry-level positions in public accounting, industry, and government. The basic program is intended to prepare students for professional careers in which depth and breadth of business and accounting knowledge are required.

As the knowledge required to practice accounting is expanding rapidly, many students are finding it desirable to pursue a fifth year of study leading to a Master of Professional Accountancy (MPA). The Accounting major is integrated with the MPA program. Students who aspire to obtain professional certification should pursue this program. See the Graduate Bulletin for admission and curriculum requirements.

A grade of C or better in all Accounting courses is required for graduation.

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Department of Economics and International Business

Farhang Niroomand, Acting Chair
Hattiesburg, MS 39406-5072
(601) 266-4648

T. Black, G. Carter, R. Caveny, T. Curley, M. Dickie, W. Goffe, T. Green, M. Klinedinst, E. Lewis, J. McQuiston, F. Mixon, E. Nissan, C. Sawyer, F. Whitesell

The Economics major is designed to prepare students for positions in business, government, or education. For those who are interested in careers in international business, a major in economics with an emphasis in international business is also available. The courses comprising the major equip the student for the analysis of many of the economic problems and issues with which middle- and upper-level managers and administrators must deal. The four-year program provides the requisite skills for entry-level positions and the foundation for graduate study in economics or in areas such as law, public administration, and various business disciplines.

A Bachelor of Arts in Economics is also available through the College of Liberal Arts; see Department Chair for details.

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Requirements for a Minor in Economics

Non-business students minoring in Economics must complete twenty-one (21) hours as follows: ACC 200; ECO 201, 202; and twelve (12) hours from BA 200 (strongly recommended), BA 301, 303; ECO 305, 330, 336, 340, 345, 436, 440, 450, 470. Of all requirements necessary for a minor, 50 percent must be taken at USM.

Department of Management and MIS

Stanley X. Lewis, Acting Chair
Hattiesburg, MS 39406-5077
(601) 266-4673

B. Allen, L. Bates, R. Boothe, S. Bushardt, S. Corey, D. F. Davis, D. L. Davis, D. Duhon, T. Hollis, C. Hsieh, D. Hunt, D. Lunsford, S. Magruder, J. Sellers, A. Sevier, S. Topping, J. Vest, M. Vest

Management

The programs of study in Management have three objectives: (1) to provide students with concepts, knowledge, and skills required in the effective management of profit-making enterprises, government institutions, and non-profit service organizations; (2) to prepare the student for employment which will lead to positions of managerial responsibility; and (3) to make education in general management available to students pursuing technical, educational, and professional careers.

Students interested in majoring in Management may elect to emphasize study in Management or Production/Operations Management. The Management emphasis stresses an overall view of the organization in which the student obtains a thorough knowledge of management concepts and techniques and develops executive skills necessary for effectiveness in the administrative world. The Production/Operations Management emphasis provides instruction in quantitative analysis, material handling, quality standards, and manufacturing resource planning.

Careers in management are available in industry, government, service organizations, and teaching. The students' education and training will, when coupled with additional maturity and experience, serve to further their careers in more responsible management positions such as production or plant manager, labor relations director, or personnel administrator.

Management Information Systems

This department also offers a major in Management Information Systems. The degree program is patterned after the Association of Information Technology Professionals (AITP) model for information systems education. Excellent career opportunities exist in management information systems for persons who have good academic records, are energetic and ambitious, and seek challenging work. The program is primarily oriented toward applications development and systems analysis work in the private and public sectors. Career opportunities also exist in computer training, computer sales, and microcomputer systems design and applications.

The objective of the Financial Information Systems emphasis is to provide students with a knowledge of the information function in an organization. This would include knowledge of standards and practices for acquisition of financial information, as well as the ability to select and implement technology to support this activity. A degree in Financial Information Systems provides those individuals desiring degrees in both information systems and accounting a degree alternative that contains study in both disciplines

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Requirements for a Minor in Management

Non-business students minoring in Management must complete eighteen (18) hours as follows: ECO 201; MGT 300; and twelve (12) hours from MGT 364, 454, 455, 465, 468, 472, 475, 480, 495. Of all minor requirements, 50 percent must be taken at USM.

Requirements for a Minor in Management Information Systems

For a Non-business student, the Management Information Systems minor consists of the following courses: ACC 200; ECO 201; MIS 201, 202, 300, 309, 310 and either MIS 401 or MIS 406.

For a CBA student, the Management Information Systems minor consists of the following courses: MIS 309, 310, 401, 406, and six hours from the CSS 242 or CSS 333, MIS 315, 320, 408, and 412.

Of all minor requirements, 50 percent must be taken at USM.

Department of Marketing and Finance

Alvin J. Williams, Chair
Hattiesburg, MS 39406-5091
(601) 266-4627

B. Babin, L. Babin, C. Cartee, R. Christie-Davis, M. Cockerham, D. Goebel, A. Hamwi, D. Hardesty, T. Henthorne, T. Ivy, E. King, R.T. King, J. Lindley, D. Loyd, M. Melton, D. Ruegger, W. Sackley, W. Smith, T. Suter

Marketing

Marketing is a major concern of all businesses and a growing number of non-profit organizations. The goals of the marketing program are to: (1) prepare students for entry-level positions in marketing; (2) provide the background necessary to advance to higher-level marketing management positions; and (3) develop executive skills that are critical for success in all business occupations. It is necessary, therefore, that the student cultivate the abilities to: (1) think creatively; (2) solve problems; (3) communicate orally and in writing; and (4) understand interpersonal relations.

As quality, total customer satisfaction, and relationship management become the critical success factors in the global economy, marketing majors are positioned to take advantage of these opportunities. Some of the career options presented by these opportunities include advertising,

sales, retailing, purchasing, marketing research, public relations, product management, logistics, services marketing and non-profit marketing. Graduates have had particular success in locating jobs in the following industries: pharmaceutical, medical supplies and equipment, consumer products, and professional services. Since more than half of all American workers are employed in marketing-related fields, the marketing major can target numerous career choices in the commercial/industrial, institutional and government sectors. In addition, a marketing degree is excellent preparation for entrepreneurship and small business management.

Finance and Business Administration

Emphasis areas within the Finance major are offered in Banking and Finance, Insurance and Real Estate. Each curriculum stresses education in theory, tools of analysis, and problem-solving techniques that are fundamental to firms operating in the Finance, Insurance and Real Estate industries. Students choosing the Finance emphasis are prepared for careers with banks and other financial institutions, securities firms, large industrial corporations, as well as government agencies that oversee the financial sector. A grade of C or better is required in certain prerequisite courses before the student can progress to higher level Finance courses.

The Business Administration major is a broad, nonspecialized major which prepares students to begin careers in a wide range of businesses. It is designed for those students wishing to pursue business careers but who do not wish to specialize in one particular field of business.

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Requirements for a Minor in Marketing

Non-business students minoring in Marketing must complete eighteen (18) hours as follows: ECO 201; MKT 300; and twelve (12) hours from MKT 330, 355, 365, 370, 380, 430, 444, 458, 495. Of all minor requirements, 50 percent must be taken at USM.

Requirements for a Minor in Insurance

Non-business students minoring in Insurance must complete twenty-one (21) hours as follows: ACC 200; ECO 201; REI 325; and twelve (12) hours from BA 200 (strongly recommended); FIN 392; REI 326, 425, 445, or 450. Of all minor requirements, 50 percent must be taken at USM.

Requirements for a Minor in Business Administration

Non-business students minoring in Business Administration must complete twenty (20) hours as follows: ACC 200; ECO 201; MIS 201 and 202; and twelve (12) hours from BA 200 (strongly recommended); ACC 300; FIN 300; MGT 300; MIS 300; MKT 300. Of all minor requirements, 50 percent must be taken at USM.