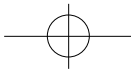
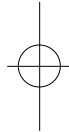
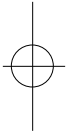


College of Business

Academic Offerings

2005-2006

School/Department	Major/Emphasis	Degree***
ACCOUNTANCY AND INFORMATION SYSTEMS		
	ACCOUNTING Accounting Emphasis	BSBA
	MANAGEMENT INFORMATION SYSTEMS** Financial Information Systems Emphasis Management Information Systems Emphasis	BSBA
ECONOMICS		
	ECONOMICS Economics (with Mathematics) Emphasis Economics (With Social Science) Emphasis	BA
ECONOMICS, FINANCE, AND INTERNATIONAL BUSINESS		
	ECONOMICS* Economics Emphasis	BSBA
	FINANCE* Banking and Finance Emphasis Personal Financial Planning Emphasis	BSBA
	INTERNATIONAL BUSINESS International Business Emphasis	BSBA
TOURISM MANAGEMENT*		
	CASINO/RESORT MANAGEMENT	BSBA
	HOTEL MANAGEMENT	BSBA
	RESTAURANT MANAGEMENT	BSBA



MANAGEMENT AND MARKETING

BUSINESS ADMINISTRATION* BSBA
Entrepreneurship/Small Business Emphasis

FASHION MERCHANDISING* BSBA
Fashion Merchandising Emphasis

MANAGEMENT* BSBA
Human Resources Management Emphasis
Production/Operations Management Emphasis

MARKETING* BSBA
Marketing Emphasis

*Minor Available to Non-Business Students

**Minor available to COB students

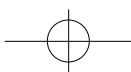
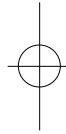
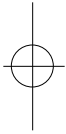
***Degree Abbreviation: (BSBA) Bachelor of Science in Business Administration

(BA) Bachelor of Arts

(BS) Bachelor of Science

**** Certificate programs available

(P) Programs



College of Business

D. Harold Doty, Dean
Farhang Niroomand, Associate Dean
Jana Bryant, Public Relations
Gwen R. Pate, Director of Undergraduate Programs
Carolyn Cawthon, Assistant to the Dean, Undergraduate Academic Services
Anita Hobgood, Records Specialist/Academic Adviser
Charlotte Jackson, Recruitment/Retention Coord & Academic Adviser
Ann Smith, Academic Adviser
Hattiesburg, MS 39406-5021
(601) 266-4663

Mission

Developing Careers

Vision

To become the leading agent for career development in Mississippi and along the Gulf Coast

Accreditation

Recognizing that the College of Business has fulfilled accreditation requirements, the AACSB International—Association to Advance Collegiate Schools of Business has accredited all BSBA business programs offered by the college. The School of Professional Accountancy and Information Systems 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 (COB) and is responsible for all operations of the college. In the COB Undergraduate Academic Services Office, the director of Undergraduate Programs oversees admissions to the COB, recruitment, the advisement process, and degree applications. Students needing assistance should direct inquiries to the COB Undergraduate Academic Services Office.

Academic Administrative Units

The academic administrative units that report to the dean's office are the School of Accountancy and Information Systems, the College of Business-Gulf Park, and the Departments of Economics, Finance, and International Business, Management and Marketing, and Tourism Management. 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. 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 attempted business courses. Applications may be made to the COB 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 office. All junior/senior COB majors are charged \$19 per term for online access to the *Wall Street Journal*. This fee is assessed to the student's Business Office account and is nonrefundable.

Restrictions

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

1. Courses offered at the junior or senior level at The University of Southern Mississippi are not accepted in transfer from two-year institutions. (See University *Bulletin* section titled "Admission to the university" regarding transfer credits.)
2. Not more than one-half of the College of Business core curriculum plus requirements for the major is accepted in transfer; 50 percent must be completed at Southern Miss.
3. Transfer courses designated as technical training courses, as well as developmental courses such as intermediate algebra, are not accepted as meeting degree requirements. (See university *Bulletin* section titled "Admission to the University" regarding vocational and developmental courses.)
4. Credit for life experiences and/or military credits are not accepted as meeting degree requirements.
5. See additional restrictions on transfer credit under "Graduation Requirements" section.

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

1. At least junior standing (60 hours completed) is required of all students enrolling in College of Business courses numbered 300 or above.
2. College of Business majors must have completed the following twenty-four (24) hours with a minimum of C in each course prior to beginning their junior-level business courses: ACC 200, ECO 201/202, ENG 101/102, MAT 101/102, and CSC 100.
3. Students majoring in degree programs outside of the College of Business may not take more than 30 credit hours of business courses (including transfer credit) without being admitted to the college.
4. Students are not normally allowed to be dually enrolled at Southern Miss and another institution. Students must obtain approval from COB Undergraduate Academic Services prior to dual enrollment. The dual enrollment policy includes independent study courses as well.
5. COB courses offered through independent study are primarily for nondegree-seeking students. Therefore, COB majors are 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 Southern Miss are encouraged to obtain prior approval of transfer work from COB Undergraduate Academic Services.

Changes of Major

College of Business students who wish to change to another business major can do so by completing a “Change of Major” form in the COB Undergraduate Academic Services Office.

Students who desire to transfer to a degree program outside the College of Business 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 that 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 in order to be cleared for registration purposes. All COB majors must receive an advisement/registration form in order to be cleared to register for classes.

Probation and Suspension

University regulations regarding probation and suspension are listed in this *Bulletin* under “General Academic Regulations.” College of Business 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 may not enroll until after the next regular semester. Anyone who earns college credit elsewhere while on academic suspension from the College of Business may not apply these credits toward graduation requirements in the COB. All questions regarding suspension appeals in the College of Business should be directed to COB Undergraduate Academic Services. After one semester, suspended students may submit an application for reinstatement to the College of Business. The COB Suspension Committee reviews these applications and academic records to determine whether students are to be readmitted. A student readmitted following academic suspension must earn a GPA of at least 2.25 each semester or attain the required cumulative GPA. A student readmitted after academic suspension who fails to attain the required GPA will be suspended for two regular semesters.

Regardless of hours attempted or probation status, a student who does not attain a minimum GPA of above a .000 in any semester will be suspended from the university.

College Deadlines

The university deadlines regarding adding and dropping courses are **strictly enforced** in the College of Business. Students must demonstrate extenuating circumstances in order to waive the deadlines as stated on the university calendar. University withdrawals from the College of Business will not be allowed once final exams begin.

Graduation Requirements

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

1. A minimum of 64 hours of course work must be taken in a senior college.
2. A maximum of 6 hours from approved 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 to special problem courses. Students interested in these possibilities must obtain prior approval from the COB Undergraduate Academic Services Office to assure that credits are applicable toward a College of Business degree.
4. To receive a bachelor of science in business administration or a bachelor of science /art degree from the College of Business, students must complete their last 32 hours of course work at Southern Miss. Independent study courses may not be taken during the last 32 hours.

192 | College of Business

5. Of all required business course work taken, at least 50 percent (34 hours) must be completed at Southern Miss.
6. Of all required course work, a minimum of 50 percent must be nonbusiness courses.
7. In addition to meeting all course work requirements, students must have a 2.0 grade point average overall, in the College of Business core, and in the major. Transfer students also must meet the foregoing grade point average requirements for all courses taken at Southern Miss and must also have a 2.0 average for all attempted college course work.

Double majors within the College of Business must be carefully planned since students must complete a minimum of 21 hours in each emphasis, and emphasis courses may not overlap. Therefore, a student who wishes to pursue a double major must have such a course of study approved by the assistant to the dean in COB Undergraduate Academic Services.

COB majors may elect to pursue a minor in an area outside the college. Prior to completing 70 credit hours, students who wish to pursue such minors must request the approval from the area offering the minor. COB minors normally are offered only to students pursuing a degree outside the College of Business. Double minors within the COB also must be carefully planned since courses in each minor may not overlap.

Students who wish to complete a second baccalaureate degree in the COB must request a "Change of Major" and have a program of study approved by COB Undergraduate Academic Services and the department. Students must meet COB admissions as stated under COB admissions. Students must complete a minimum of 32 hours in order to receive a second baccalaureate degree.

Placement

The university maintains a central Placement Center that assists College of Business students in locating employment following graduation. COB students are encouraged 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 interested in sharing common interests or who have achieved high academic standing. These societies include the following organizations: the 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; Delta Sigma Pi Epsilon Chi Omicron; Eta Sigma Delta, honorary society for Tourism Management majors; Fashion Merchandising Organization; Financial Management Association National Honor Society; 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; Professional Convention and Meeting Planners Association; 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 students as well as other awards for which business students are eligible. Information concerning business scholarships can be obtained from the COB Scholarship Committee. Inquiries regarding other forms of financial aid should be directed to the Director of Financial Aid, 118 College Drive #5101, Hattiesburg, MS 39406-0001.

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 Southern Miss 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

The College of Business offers its students the opportunity to earn 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. Other exchange programs and study-abroad courses may be available during the fall and spring semesters. Students must have a course of study approved through COB Undergraduate Academic Services prior to enrolling in these credits to ensure graduation requirements are satisfied.

See the degree plans in College of Business section of this *Bulletin* for available options.

School of Accountancy and Information Systems

Roderick B. Posey, Director
Hattiesburg, MS 39406-5178
(601) 266-4641

M. Albin, K. Chen, S. Clark, J. Crockett, D. Davis, M. DePree, L. Gore, J. Henderson, C. Hsieh, C. Jordan, S. Lewis, S. Magruder, P. Munn, G. Pate, W. Smith

Mission

The School of Accountancy and Information Systems (SAIS) is an academic unit within the College of Business (COB) at The University of Southern Mississippi and is committed to the mission of the COB. Within this framework, the SAIS has its own unique mission.

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

The SAIS also acknowledges its responsibilities to the university, the COB, the accounting profession, information systems professionals, business and government enterprises, and taxpayers. The SAIS 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.

Accounting

The School of Accountancy and Information Systems offers an undergraduate program in accounting designed to prepare students for a variety of entry-level positions in public accounting, industry, and government. The 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.

Management Information Systems

The Management Information Systems and Financial Information Systems Degree programs within the School of Accounting and Information Systems of the College of Business at The University of Southern Mississippi are committed to preparing students to develop and implement information systems in modern development environments. These degree programs should include a comprehensive understanding of state of the art technology, as well as the ability to utilize modern methodologies and tools commonly available in information systems environments.

The Management Information Systems degree is structured to develop an entry-level set of competencies for each graduate that would include being able to develop an executable module that produces correct output in some programming language from a moderately complex program definition; to develop an intermediate level of competency in the understanding and use of a relational database structure, the functions of a database management system, the retrieval of data through a current query language and web interface; to develop an intermediate level of competency in the understanding of the design, security and administration of a network; and to develop an intermediate level of competency in problem identification, alternative selection, feasibility analysis, system planning, testing and quality assurance, competency in the use of CASE tools.

The Financial Information Systems degree is structured to develop competencies derived from the common requirements for all degree programs within Management Information Systems and accounting. Competencies would include producing an executable module that produces correct output in some programming language from a moderately complex program definition; to develop an intermediate level of competency in the understanding and use of relational database structure, the functions of a database management system, the retrieval of data through a current query language and Web interface; to develop an intermediate level of competency in the understanding and use of Web-oriented development tools; to develop an intermediate level of competency in the understanding of the telecommunications-network environment; to develop an intermediate level of competency in problem identification, alternative selection, feasibility analysis, system planning, testing and quality assurance; and to demonstrate the ability to develop, manage and present an intermediate level of complexity a set of business records and reports consist with the other competencies for this degree program.

Degree Plans

	Page
Accounting.....	201
Financial Information Systems	202
Management Information Systems.....	203

Requirements for a Minor in Management Information Systems

For a nonbusiness student, the Management Information Systems minor consists of the following courses: ACC 200; ECO 201; CSC 100, MIS 300, 310, 320 or 408, 401 and 406.

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

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

Department of Economics

Mark Klinedinst, Chair
Hattiesburg, MS 39406-5127
(601) 266-4648

Program in Economics

The bachelor of arts in economics is an interdisciplinary degree offered through the collaboration of the College of Arts and Letters and the Department of Economics and International Business within the College of Business. The degree is designed to prepare graduates for employment in either the private or public sector or for the pursuit of higher degrees in a number of academic disciplines, most notably economics, economic development, community and regional planning, geography, law and justice studies, political economy, political science, and public administration. Because of its interdisciplinary curriculum, the bachelor of arts in economics allows somewhat more latitude in course selection than most Southern Miss degrees.

Requirements for a Major in Economics

Students pursuing the bachelor of arts in economics must complete 70 semester hours in specified courses; these satisfy the general education requirements of the university, the College of Business, and the major. In completing the remaining degree requirements, majors may elect to follow one of two set degree tracks, the one quantitative and the other qualitative, or to formulate and pursue a flexible degree track commensurate with individual career objectives.

The quantitative or **Mathematics Degree Track** is designed to prepare one for the successful pursuit of higher degrees in economics and related academic disciplines requiring a strong background in mathematics and statistics.

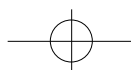
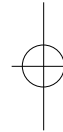
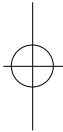
The qualitative or **Social Science Degree Track** provides a broadly based liberal arts education in "political economy," an area of study that cuts across the normally separate domains of economics and politics, and examines the relationship of the two within the difficult calculus of public law. The Social Science Degree Track is recommended for students planning to seek employment upon graduation or to pursue higher degrees in academic disciplines requiring a lesser preparation in mathematics and statistics (economic development, community and regional planning, geography, law and justice studies, political science, and public administration).

Requirements for a Minor in Economics

Students wishing to minor in economics must satisfy the requirements of the Department of Economics and International Business.

Degree Plan

	Page
Economics (with Mathematics).....	204
Economics (with Social Science).....	205



Department of Economics, Finance, and International Business

Mark Klinedinst, Chair
 Hattiesburg, MS 39406-5072
 (601) 266-4648

T. Black, C. Cartee, G. Carter, J. Clark, L. Eisenberg, T. Green, W. Gunther, E. King, J. Lindley, M. Lo, F. Mixon, D. Monchuk, F. Niroomand, E. Nissan, S. Salter, C. Sawyer, L. Tang, F. Whitesell, S. Wong

Business

Economics, Finance, Intl Bus

Economics

The economics major is designed to prepare students for positions in business, government, or education. The courses 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.

Finance

Emphasis areas within the finance major are offered in banking and finance and personal financial planning. Each curriculum stresses education in theory, tools of analysis, and problem-solving techniques fundamental to firms operating in the finance, insurance, real estate, and financial service industries. Students choosing the finance emphasis are prepared for careers with banks and other financial institutions, securities firms, and government agencies that oversee the financial sector. The personal financial planning emphasis curriculum prepares students for successful completion of the Certificate in Financial Planning offered by the Certified Financial Planning Board of Standards, as well as for the entry-level positions in the financial services industry. A grade of "C" or better is required in certain prerequisite courses before the student can progress to higher-level Finance courses.

International Business

The international business major is designed to prepare students for positions with international business firms operating in the global environment as well as state and federal agencies involved in facilitating the export-import processes. In addition to the international business courses in the major, students are required to participate in one international seminar abroad to enhance sensitivity to foreign culture, language, and international business acumen.

Degree Plans

	Page
Economics.....	206
Banking and Finance.....	207
Personal Financial Planning.....	208
International Business.....	209

Requirements for a Minor in Economics

Nonbusiness students minoring in economics must complete eighteen (18) hours as follows: ECO 101, ECO 201, ECO 202, ECO 336; and six (6) hours from ECO 305, ECO 330, ECO 340, ECO 345, ECO 401, ECO 436, ECO 440, ECO 450, ECO 470, ECO 493, or ECO 498. At least 50% of requirements must be taken at Southern Miss.

Department of Tourism Management

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

Z. Hallab, J. Hutchinson, C. Price, T. Ruetzler, J. Taylor, E. Wilson

Overview of Major

The Department of Tourism Management offers a bachelor of science in business administration (BSBA) in tourism management in the emphasis areas of casino/resort management, hotel management, or restaurant management. The overall goal of the program is to prepare students to meet the demands for entry level management while at the same time laying a solid foundation for executive management in all aspects of the tourism industry.

The program has been designed to provide students first with a broad-based educational core that focuses on the development of communication and critical-thinking skills. These core skills are followed by the acquisition of a strong business foundation, which is a prerequisite **to managing any business**. The third focus is on how these business skills are integrated and applied within different segments of the tourism industry.

The integration of the core business skills with the unique aspects of the specific industry segment is accomplished by having students complete the basic business foundation courses - accounting, economics, finance, management, marketing, and information technology - prior to taking the area specific courses. Students will be prepared to learn and understand how the specific core business skills function and are applied within the specific tourism fields. Although students are exposed to hands-on operational skills, the major focus is on understanding the dynamic relationships that exist within the business environment of a single or multi-unit restaurant, hotel, or casino/resort operation.

Degree Plans

	Page
Casino/Resort Management Emphasis.....	211
Hotel Management Emphasis.....	212
Restaurant Management Emphasis.....	213

Offerings for Non-Majors

A number of courses offered within the Department of Tourism Management do not have prerequisites and are excellent choices for electives.

- TM 240 (Introduction to Tourism)
- TM 345 (Customer Services Management)
- TM 358 (Basic Restaurant Operations Management)
- TM 368 (Hotel Operations Management I)
- TM 378 (Casino/Resort Operations Management I)

Requirements for a Minor in Tourism Management

Contact the COB Undergraduate Academic Services Office for specific requirements.



Department of Management and Marketing

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

*B. Babin, L. Babin, S. Bushardt, J. Carr, D. Duhon, W. Fennell, B. Gregory,
T. Henthorne, T. Lopez, D. Loyd, T. Osmonbekov, J. Peyretitte, J. Sequeira, A. Sevier, W. Smith,
S. Topping, M. Vest*

Business Administration

The business administration major is a broad, nonspecialized major that 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. The variety of upper-level business courses also provides students with the expertise in developing and maintaining a small business of their own.

Fashion Merchandising

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

B. Burgess, J. Kozar, C. Moore, J. Roberts

Overview of Major

The curriculum in fashion merchandising provides students the opportunity to pursue careers in the production, marketing, and merchandising of textile and apparel products. Course requirements cover the organization and operation of the fashion business, the production and distribution of merchandise, the product information and merchandise characteristics, and the social, psychological, and aesthetic components of dress. Required courses in business add depth to the student's background and variety to a graduate's career options. As circumstances and interests warrant, students may take courses that include travel to major fashion market centers such as Dallas and New York.

Career Opportunities

Many graduates in the program select career paths in retailing, such as merchandise buyers, store operations managers, special events coordinators, personal shoppers, visual merchandising managers, and private label coordinators. Other career options include, but are not limited to, jobs in apparel production, such as sales representatives, quality analysts, and production managers.

Internship

During the senior year, fashion merchandising students complete an internship, often in a retail operation that sells fashion apparel, accessories, and related merchandise. This supervised experience provides valuable preprofessional work experience and often develops into the graduate's first career position. Internships may take place locally or in a geographical location that provides necessary work experiences. Students are responsible for securing the internship position and obtaining approval for the work site through the faculty coordinator.

Special Program Requirements

Graduation requirements:

- A marketing minor is required for fashion merchandising students.
- An overall GPA of 2.0
- A GPA of 2.5 for all courses listed under the major area of study and the last 60 hours attempted must be earned
- A grade of "C" or higher must be earned in all courses listed under the major area of study.

Transfer Credits:

- Transfer students are admitted to the program upon admission to the university. Students who wish to transfer from another college within the university must have a 2.0 GPA. Application for transfer may be made to the College of Business and Economic Development throughout the year.

Requirements for a Minor in Fashion Merchandising

All students pursuing a minor in fashion merchandising must complete 9 hours from the following courses: FMA, 121, 330, and 331. Students must also complete 9 hours from the following courses: FMA 222, 332, 335, 337, 435, 436, 437, and 478. Student are required to work with an adviser to plan for the minor.

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 nonprofit service organizations; (2) to prepare the student for employment that 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 in human resources 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.

Marketing

Marketing is a major concern of all businesses and a growing number of nonprofit 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 nonprofit marketing. Graduates have had particular success in locating jobs in pharmaceutical, medical supplies and equipment, consumer products, and professional services industries. 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.

Degree Plans

	Page
Fashion Merchandising	210
Business Administration (Entrepreneurship/Small Business Emphasis).....	214
Management	215
Production/Operations Management.....	216
Marketing.....	217



Requirements for a Minor in Business Administration

Nonbusiness students minoring in business administration must complete 21 hours as follows: ACC 200; ECO 201; CSC 100; and 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 Southern Miss.

Requirements for a Minor in Management

Nonbusiness students minoring in management must complete 18 hours as follows: ECO 201; MGT 300; and 12 hours from MGT 364, 454, 455, 465, 468, 472, 475, 480, 495. Of all minor requirements, 50 percent must be taken at Southern Miss.

Requirements for a Minor in Marketing

Nonbusiness students minoring in marketing must complete 18 hours as follows: ECO 201; MKT 300; and 12 hours from MKT 322, 330, 355, 365, 370, 380, 430, 444, 458, 495. Of all minor requirements, 50 percent must be taken at Southern Miss.

