College of Business and Economics
Proposed Catalog Changes
Effective Summer 2018

BUSINESS

1. Change the following course:

   **Fin 302 Intermediate Financial Management (3 cr)**
   
   An intermediate-level course in managerial finance that addresses more complex issues such as risk in capital budgeting, working capital management, mergers, business failure and reorganization, and lease financing. May involve evening exams.
   
   **Prereq:** Fin 301; Acct 202; Bus 252; Econ 201 or Econ 272; **Math 160 or Math 170**
   
   **Available via distance:** No
   
   **Geographical Area:** Moscow
   
   **Rationale:** 'Intermediate' is a more appropriate term than 'Advanced' to describe the course.
   
   The proposed prereq change recognizes the changes made elsewhere in the CBE Common Requirements regarding Math 160 – i.e., the addition of Math 143 as an elective in the CBE math requirement and as a prerequisite to Bus 252 rather than Math 160. Because of these changes, and because the Finance area has concluded that Math 160 or 170 is necessary to be successful in the Finance major, we propose requiring Math 160 or 170 as a prereq for Fin 302; a course that all Finance majors take.

2. Make the following curricular changes to the **Major in Finance** (B.S.):

   Required course work includes the university requirements (see regulation J-3), the college requirements, and the following:

   ACCT 315 Intermediate Financial Accounting I 3 cr
   FIN 302 Intermediate Financial Management 3 cr

   **One of the following (4 cr):**
   
   Math 160 Survey of Calculus 4 cr
   Math 170 Analytical Geometry and Calculus I 4 cr

   **One of the following (3 cr):**
   
   FIN 407 Financial Institutions 3 cr
   FIN 483 Topics in Financial Analysis 3 cr

   **One of the following (3 cr):**
   
   FIN 409 Problems Financial Mgmnt 3 cr
   FIN 469 Risk and Insurance 3 cr

   **Finance Electives (6 cr)**
   
   Select two of the following:

   FIN 408 Security Analysis 3 cr
   FIN 463 Portfolio Management 3 cr
   FIN 464 Derivatives and Risk Management 3 cr
FIN 465 Introduction to Market Trading 3 cr

Supporting Electives (6 cr)
Select two of the following:
- ACCT 325 Intermediate Financial Accounting II 3 cr
- ACCT 385 Cost and Management Accounting 3 cr
- ACCT 415 Advanced Financial Accounting & Reporting 3 cr
- ACCT 483 Fundamentals of Federal Taxation 3 cr
- OM 378 Project Management 3 cr
- FIN 381 International Finance 3 cr
- ENTR 414 Entrepreneurship 3 cr
- ENTR 415 New Venture Creation 3 cr
- MKTG 421 Marketing Research & Analysis 3 cr
- MKTG 427 Services Marketing 3 cr
- OM 439 Systems and Simulation 4 cr
- OM 456 Quality Management 3 cr
- FIN 466 Market Trading Strategies 3 cr
- MKTG 495/ RMAT 495 Product Development and Brand Management 3 cr
- ECON 343 Money and Banking 3 cr
- ECON 351 Intermediate Macroeconomic Analysis 3 cr
- ECON 352 Intermediate Microeconomic Analysis 3 cr
- ECON 407 Public Finance 3 cr
- ECON 453 Econometrics 3 cr
- STAT 431 Statistical Analysis 3 cr

Two of the following may be used if not used to satisfy the above Finance elective:
- FIN 408 Security Analysis 3 cr
- FIN 463 Portfolio Management 3 cr
- FIN 464 Derivatives and Risk Management 3 cr
- FIN 465 Introduction to Market Trading 3 cr

A. PGA Golf Management Option
Required course work includes all Finance requirements and:
- PGA 103 Introduction to PGA Golf Management 2 cr
- PGA 150 PGA Golf Management I 2 cr
- PGA 251 PGA Golf Management II 2 cr
- PGA 298 Internship 1-3 cr - Max 6 cr
- PGA 385 PGA Golf Management III 2 cr
- PGA 386 Food and Beverage Hospitality with Lab 4 cr
- PGA 398 Internship 1-3 cr - Max 6 cr
- REC 105 Teaching Golf I 2 cr
- REC 205 Teaching Golf II 2 cr
- REC 305 Teaching Golf III 2 cr

PGA 385, PGA 386, or PGA 398 can be used to cover the two supporting electives (6 cr)

PGA 385, PGA 386, or PGA 398 can be used to cover the two supporting electives (6 cr)
Courses to total 130 credits for this degree
*Students must have a 12.0 handicap or better to enter this program. International students can complete the degree requirements, but membership to the PGA of America requires US Citizenship or Resident Alien status.

Courses to total 120 credits for this degree

Available via distance: 50% or more of curricular requirements cannot be completed via distance
Geographical Area: Moscow
Rationale: The proposed prereq change (to FIN 302, see course change form) and the addition of Math 160 to the requirements for a BSBus. Finance major recognizes the changes made elsewhere in the CBE Common Requirements regarding Math 160 – i.e., the addition of Math 143 as an elective in the CBE math requirement and as a prerequisite to Bus 252 rather than Math 160. Because of these changes, and because the Finance area has concluded that Math 160 or 170 is necessary to be successful in the Finance major, we propose requiring Math 160 or 170 for the Finance major.

3. Make the following curricular changes to the Major in Marketing, Marketing Analytics Option (B.S.Bus.)

D. Marketing Analytics Option
MKTG 431  Marketing Analytics  3 cr
STAT 422  Sample Survey Methods  3 cr
STAT 431  Statistical Analysis  3 cr

Tier 1 Marketing Electives (3 cr):
AGEC 333  Introduction to Sales  3 cr
ECON 352  Intermediate Microeconomic Analysis  3 cr
MKTG 420  Integrated Marketing Communications  3 cr
MKTG 422  Personal Selling and Sales Force Management  3 cr
MKTG 424  Pricing Strategy and Tactics  3 cr
MKTG 425  Retail Distribution Mgmt  3 cr
MKTG 426  Marketing Channels Management  3 cr
MKTG 427  Services Marketing  3 cr
MKTG 495/RMAT 495  Product Development and Brand Management  3 cr

One of the following:
Math 160  Survey of Calculus  4 cr
Math 170  Analytic Geometry and Calculus I  4 cr
Math 175  Analytic Geometry and Calculus II  4 cr

One of the following (3 cr):
ANTH 416  Qualitative Social Science Methods  3 cr
MATH 330  Linear Algebra  3 cr
Courses to total 120 credits for this degree

Available via distance: 50% or more of curricular requirements cannot be completed via distance

Geographical Area: Moscow

Rationale: Marketing Analytics is the process of creating models helpful in understanding consumer behaviors (Venkatesan, Farris, and Wilcox 2014). Thus for the Marketing – Marketing Analytics Option we seek out courses that help students develop the necessary techniques to better understand marketing data and analysis in order to predict future behavior and performance.

With the expansion of the math requirement within the CBE to include Math 143, it is possible to have students stop at Math 143 and not have developed the analytic skills they may need to be successful in the field of marketing analytics.

Considering the number of statistics and statistics-based courses included as requirements and restricted electives in the major, we believe an understanding of the analytic techniques and the underlying theories that explain probability distributions and methods of statistical inference (e.g., point and interval estimation, and null hypothesis significance testing) may better aid students in their coursework and in practice. Some calculus will help develop such understanding.

Additionally, when reviewing the analytics course work at competitive institutions, it was also noted that they too require a calculus class in their programs. To help students be successful and maintain the competitive parity of the major to those of other institutions, the marketing area has decided to retain the calculus requirement.

From an advising function, business students are typically advised to complete their math requirements in their first year. Marketing analytics students will continue to be advised to complete their math requirement in their lower-division sequence of courses.