

**College of Business and Economics
Proposed Catalog Changes
Effective Summer 2018**

BUSINESS

1. Change the following course:

Fin 302 Intermediate Financial Management (3 cr)

~~Advanced~~ 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):

<u>Math 160</u>	<u>Survey of Calculus</u>	<u>4 cr</u>
<u>Math 170</u>	<u>Analytical Geometry and Calculus I</u>	<u>4 cr</u>

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 Mgmt	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
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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:

<u>Math 160</u>	<u>Survey of Calculus</u>	<u>4 cr</u>
<u>Math 170</u>	<u>Analytic Geometry and Calculus I</u>	<u>4 cr</u>
<u>Math 175</u>	<u>Analytic Geometry and Calculus II</u>	<u>4 cr</u>

One of the following (3 cr):

ANTH 416	Qualitative Social Science Methods	3 cr
MATH 330	Linear Algebra	3 cr

MIS 455	Data Management for Big Data	3 cr
PSYC 430	Tests and Measurements	3 cr
STAT 507	Experimental Design	3 cr
STAT 514	Nonparametric Statistics	3 cr
STAT 516	Applied Regression Modeling	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.