

Business

[Business Degree](#)

[Business Degree with Certification](#)

[Business - Applied Science in Management](#)

[Business Associate Degree](#)

The Division of Accounting, Business, and Economics offers a progressive Business program, which combines professional preparation with a liberal arts education. The purpose of this program is to develop the important personal characteristics of confidence in oneself, ability to work with others, written and oral communication skills, technical competence, mathematical skills, moral awareness, and ethical values. The major in Business will prepare the student for graduate school (MBA or Law) or for a career in industry, entrepreneurship or public service.

Business majors may choose from the following concentrations:

- Banking and Finance
- Business Education
- Business Administration
- Entrepreneurship
- International Business
- Management
- Marketing and Advertising

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CMU offers two Business student organizations: Delta Mu Delta is a national honor society in business administration (advisor: Prof. John Flanders). Enactus is an organization that develops and implements programs to inform the community about the free enterprise system (advisor: Prof. Julie Bennett).

Minors

Business Minor - 18 Minor

AC201 Principles of Accounting I (3)

One (1) from the following:

MG354 Principles of Management (3)

MK330 Marketing (3)

One (1) from the following:

EC201 Macroeconomics (3)

EC202 Microeconomics (3)

Three (3) courses from the following disciplines (9 hours):

Accounting

Business

Economics

Economics Minor - 18 Hours

18 semester-hours are required in Economics. Business majors may apply a maximum of 9 semester-hours in Economics from their major field requirements toward a minor in Economics.

Graphic Design Minor - 18 hours

A minor in graphic design is a particularly useful complement for students in marketing and advertising, communications/public relations, sports management, apparel management, education, and other technical areas. All students will create a professional portfolio of creative work. The minor consists of 18 semester hours, including 6 at the 300 level.

Required courses:

- AR121 Basics of Design (3)
- AR116 Photography (3)
- CS214 Web Page Design (3)
- GD202 Concepts of Graphic Design (3)
- GD302 Applied Graphic Design (3)
- GD312 Studies in Advanced Graphic Design (3)

Marketing Minor - 18 Hours

The minor in Marketing is offered to students pursuing a non-Business major. The Marketing minor complements the skills that a student gains in his/her major discipline by enhancing the knowledge and abilities related to marketing situations and processes and the emerging global market. Upon completion of the 18 outlined hours, students will receive a minor in Marketing concurrently with the Bachelor's degree in his/her major area. It is the student's responsibility to meet any prerequisites for the courses in the minor.

Marketing Minor Required Courses (9 Hours)

- MK330 Principles of Marketing (3)
- MK366 Advertising (3)
- MK430 Strategic Marketing (3)
- Three (3) Courses from the Following (9 Hours)**
- BU228 E-commerce (3)
- CS214 Web Page Design (3)
- CT201 Public Relations (3)
- CT230 Mass Media (3)
- CT330 Business Communications (3)
- MK235 Consumer Behavior (3)
- MK339 Sales Management (3)
- MK378 Marketing Research (3)

Courses

Business

BU110 Introduction to Business. 3 hours. Survey course to acquaint students with the major institutions and practices in the business world, to provide the elementary concepts of business, to act as an orientation course for selecting a major, and to provide information on business career opportunities. Open only to freshmen and Sophomores, or by permission of the instructor. Fall and Spring.

BU190 Special Topics. 1-3 hours. Introductory course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission. TBA.

BU225 Computer Applications in Business. 3 hours. The course includes the use of microcomputer spreadsheet application software. Topics include creating, formatting, and manipulating files, graphs, and databases; using relational and logical operators to extract data; linking databases and creating reports. Emphasis is on business applications (i.e. Microsoft Office). Fall and Spring.

BU228 Electronic Commerce. 3 hours. Processes, opportunities and challenges in electronic business technologies. Tools and strategies for using the Internet will be covered. Prerequisite: BU225 or CS122. Odd-numbered Springs.

BU260 Special Problems. 1-5 hours. Independent study or research on a subject of interest to an individual student. Prerequisite: Instructor's permission. TBA.

BU268 Internship and Field Experiences. 1-15 hours.

BU290 Special Topics. 1-3 hours. Intermediate-level course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission. TBA.

BU341 Business Law-Contracts. 3 hours. Introduction to legal considerations that influence a businessperson. Topics include the legal environment of business, contracts and the Uniform Commercial Code. Prerequisite: Sophomore standing. Fall.

BU342 Business Law-Commercial. 3 hours. Study of law with emphasis on agency and employment, property, bankruptcy, legal aspects of business organizations, and government regulation. Prerequisite: Sophomore standing. Spring.

BU360 Special Problems. 1-5 hours. Independent study or research on a subject of interest to an individual student. Prerequisite: Instructor's permission. TBA.

BU368 Internship and Field Experiences. 1-15 hours.

BU390 Special Topics. 1-3 hours. Advanced course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission. TBA.

BU460 Special Problems. 1-5 hours. Independent study or research on a subject of interest to an individual student. Prerequisite: Instructor's permission. TBA.

BU468 Internship and Field Experiences. 1-15 hours.

BU 480: Senior Capstone in Business. 3 hours. Within this capstone course students will demonstrate their integrated knowledge, growth and broad mastery of the knowledge and skills gained throughout the program. Students will read significant works in Business and create reflections of those readings by using critical thinking and collaboration to explain, analyze and make recommendations regarding current problems within the industry. They will lead professional discussions and use multimodal communication in the examination of current industry topics such as, harassment, discrimination, diversity, and ethical dilemmas, in a professional engaged manner. Prerequisites: Junior Standing, Business Major & Completion of the Business Core. Fall/Spring

BU490 Special Topics. 1-3 hours. Advanced course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission. TBA.

Economics

EC101 General Economics. 3 credit hours A one-semester survey of economics course covering both macroeconomics and microeconomics. This course is designed to meet the needs of students who are not

majoring in accounting or business. This course will cover basic ideas from both

microeconomics and macroeconomics but without using the traditional textbook approach that relies on a substantial amount of mathematics and graphing. It is designed to meet the needs of education majors who are required to take a course in economics. (Students pursuing a Business Education concentration are required to take EC201 and EC202.) Offered Fall and Spring

EC122 Economics for Educators. 3hours. A course designed to familiarize students seeking certification to teach at the elementary and middle school levels with the basic economic concepts that elementary and middle school students are expected to know and to explore the teaching tools and techniques that are available for teaching economics at those levels. (Restricted to students seeking certification to teach at the elementary level and at the middle school level with a concentration in social science. Those seeking certification to teach at the high school level should take either [preferably] EC201 Macroeconomics or EC202 Microeconomics.) Spring.

EC190 Special Topics. 1-3 hours. Introductory course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission. TBA.

EC201 Macroeconomics. 3 hours. Following an initial introduction to important general economic concepts, including demand and supply, the course examines the U.S. economy from a macro-economic perspective. It includes an analysis of (1) how unemployment, inflation, and Gross Domestic Product are measured, (2) different theories of why the economy goes through cyclical fluctuations (recessions and booms) in the short-run, (3) long-run economic growth, and (4) the use of monetary and fiscal policies to stabilize the economy. Prerequisite: MA103, MA103I, or ACT Math subscore #22. Spring.

EC202 Microeconomics. 3 hours. Following an initial introduction to important general economic concepts, including demand and supply, the course examines the U.S. economy from a micro-economic perspective. It includes an analysis of (1) the theory of consumer behavior, (2) elasticity, (3) costs and supply, (4) market structure, (5) anti-trust law and regulation, and (6) factor markets. Prerequisite: MA103, MA103I, or ACT Math subscore # 22. Fall.

EC260 Special Problems. 1-3 hours. Independent study or research on a subject of interest to an individual student. Prerequisite: Instructor's permission. TBA.

EC268 Internship and Field Experiences. 1-5 hours.

EC290 Special Topics. 1-3 hours. Intermediate-level course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission. TBA.

EC311 Money, Credit, and Banking. 3 hours. Examination of the role of money, financial markets, and financial intermediation in the American economy, with a particular focus on commercial banks. Includes an in-depth look at the money supply process and the Federal Reserve System. Prerequisites: EC201 and EC202. Even-numbered Falls.

EC314 Managerial Economics. 3 hours. Intermediate microeconomics with a focus on applications of Economics to decisions made by managers of a firm, including the concepts of demand analysis and forecasting, production and cost analysis, and pricing and output decisions. Prerequisite: EC202 or instructor's permission. Even-numbered Falls.

EC316 Intermediate Macroeconomics. 3 hours. This course builds on the material covered in EC201. After reviewing basic macro-economic concepts, it looks at different models of how the aggregate economy functions in both the short-run and the long-run, (including Keynesian, monetarist, supply-side, and real business cycle models). It also looks at the use of monetary and fiscal policies to stabilize the economy. Prerequisites: EC201 and EC202. Even-numbered Springs.

EC330 Law and Economics. 3 hours. Use of the tools of micro-economic analysis to investigate the legal system of the United States. A variety of specific topics are covered, including property rights, contracts, family law, tort law, criminal law, anti-trust law and regulation. Prerequisite: EC 202 or instructor's permission. Odd-numbered Springs.

EC347 International Economics. 3 hours. Examination of the economic interdependence among the nations of the world. The first half of the semester covers the theory of international trade and explores such issues as why nations trade with one another, the results of such trade, and the consequences of interfering with free trade with tariffs and quotas. The second half covers international finance and focuses on the determination of exchange rates, the balance of payments, and the international transmission of business cycles. Prerequisites: EC201 and EC202. Odd-numbered Spring.

EC360 Special Problems. 1-3 hours. Independent study or research on a subject of interest to an individual student. Prerequisite: Instructor's permission. TBA.

EC368 Internship and Field Experiences. 1-5 hours.

EC390 Special Topics. 1-3 hours. Advanced course on a topic not included in the regular curriculum. Prerequisite: Instructor's permission. TBA.

Entrepreneurship

ET275 Enactus. 3 hours. Students will participate in the Enactus program in developing and implementing programs to inform the community about the free enterprise system. May be repeated. Fall and Spring.

ET375 Small Business Management. 3 hours. Characteristics of the entrepreneur, methods of starting and running a self-owned business, and an awareness of the legal, financial, marketing, and personnel problems of the entrepreneur. Prerequisites: AC201 and Sophomore standing. Fall.

ET475 Entrepreneurship. 3 hours. This course will focus on the identification, development, and growth of the entrepreneur and the firm within the free enterprise system. Students will explore small business in terms of risk, difficulties, achievement, orientation, rewards, and satisfaction. Operating problems within selected business opportunities at varying stages of growth and development will be discussed. Students will have the opportunity to interact with entrepreneurs in the classroom and in the actual work environment. Prerequisites: ET375 and Junior Standing. Odd-numbered Springs.

Finance

FB345 Investment Analysis. 3 hours. Study of the valuation of various investment securities, including corporate bonds, preferred and common stocks, stock options, warrants, and rights. A section on personal money management will be included. Prerequisites: AC201, EC201 or EC202, and MA103 or MA103I. Even-numbered Falls.

FB351 Business Finance. 3 hours. Study of the concepts and techniques involved in providing funds for a business organization. Topics include the evaluation of decisions involving the acquisition of assets (capital budgeting), working capital management, financial ratio analysis, sources of funds and the cost of capital. Prerequisites: AC201, EC201 or EC202, and MA103 or MA103I. Spring.

Graphic Design

GD202 Concepts of Graphic Design. 3 hours. Introduction to contemporary typography and design. This class explores the principles of applied design as used in the production of brochures, catalogs, magazines, newspapers, etc. Topics will include the use of type, layout, and the use of visual elements using graphics software for project presentation. Basic concepts, principles and elements of design are reinforced through creative problem solving. Students will begin portfolio development. Prerequisite: AR121.

GD302 Applied Graphic Design. 3 hours. Project oriented class for the application of design theory, procedures and processes while creating, acquiring and editing images in digital format. Course subjects will include: learning and using creative design software programs, advertising design for publication, image resolution and color processes. Students will continue to refine their portfolios. Prerequisite: GD202.

GD312 Studies in Advanced Graphic Design. 3 hours. This course is an in-depth study and practice in graphic design and how art and business are integrated. Students will be expected to produce design solutions that reflect edited conceptual development, advanced strategic thinking and professional product appearance. This course consolidates previous graphic design knowledge and skills. Students will finalize their graphic design portfolios with a culminating project. Prerequisite: GD302.

International Business

IB376 International Business. 3 hours. Introduction and overview of international business as it has evolved to the present time. Coverage includes the evolution of international business structure, processes utilized by international and multi-national businesses, and the effect of national policy on international business. Particular attention will be devoted to evaluating how culture, language, political and legal issues impact management policy and decision making. The course also explores the role of mid-size firms in the international market. Prerequisites: MK330 and EC201. Even-numbered Springs.

Management

MG354 Principles of Management. 3 hours. Knowledge, roles, responsibilities, and skills required of modern managers with emphasis on bureaucracy, decision-making authority, social responsibility, specialization, leadership, and problem solving. Prerequisite: Sophomore standing. Fall and Spring.

MG356 Human Resource Management. 3 hours. HRM concepts related to the selection of employees, employee training, leadership styles, job design, communication systems, and rewards and punishments. Prerequisite: Sophomore standing. Spring.

MG370 Information Systems. 3 hours. Survey of the systems development process and the role of information systems in business with emphasis on accounting information systems. Students will become familiar with the general role, structure, and control of the accounting information system. A specific application software package for a small business is introduced and used. Cross-listed with AC370. Prerequisite: Junior standing, BU225, AC201, AC202, or instructor's permission. Even-numbered Falls.

MG477 Production/Operations Management. 3 hours. Knowledge, roles, responsibilities, and skills required of modern operations managers. An emphasis is placed on production planning, scheduling, forecasting, and programming. Prerequisites: MG354 or MG356 and either 2 years of algebra in high school or MA103 (or MA101/102). Odd-numbered Falls.

Marketing

MK235 Consumer Behavior. 3 hours. Consumer behavior is the study of when, why, how, and where people do or do not buy products. It blends elements from psychology, sociology, social anthropology, and economics. It attempts to understand the buyer decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. The course also looks at misbehavior by both consumers and firms as well as the ethics of marketing. Odd-numbered Falls.

MK303 Sports Marketing and Events. 3 hours. This course provides a framework for understanding the management and marketing strategies used within the sports management and marketing industries today. This course is intended to cover three basic components: sports as a medium, sports as a product and the emerging considerations relevant for the application of marketing techniques, tasks and event planning responsibilities that can be applied in amateur, recreational or professional sports, sporting events and entertainment events. Prerequisite: MK330 and sophomore standing. Cross-listed with SPM303.

MK330 Marketing. 3 hours. Concepts and techniques involved in marketing products and services to consumers and industrial users. Topics include the role of marketing, the selection of marketing targets, product planning, channels of distribution, product promotion and pricing. Prerequisite: Sophomore standing or higher. Prerequisite: Sophomore standing or higher and BU110 or MK235. Fall and Spring.

MK339 Sales Management. 3 hours. Effective tools and techniques employed by salespeople and field sales managers including psychology of selling, use of research, personal time management, and the motivation and evaluation of salespeople. It includes student role-playing of selling situations. Prerequisite: MK330. Fall.

MK366 Advertising. 3 hours. Hands-on approach to the advertising campaign and stresses the utilization of marketing research for the development of creative concepts and strategy. Emphasis is placed on problem-solving and the production of copy and visuals as well as the refinement of presentation skills. This is a project-intensive course. Prerequisite: MK330. Spring.

MK378 Marketing Research. 3 hours. Study of marketing research theory and practice and their real world application to small and large businesses. Includes case studies of contemporary ideas in marketing research and their execution. Emphasis on hands-on work with reviews and suggested revision of marketing plans of local businesses. Prerequisite: MA105 and MK330. Even-numbered Springs.

MK430 Strategic Marketing. 3 hours. An in-depth analysis of the quantitative and qualitative factors involved in the management of the marketing function and adapting to the new economy. An overall emphasis on customer relationship management, technology and the internet, brand building, and global marketing. Value based marketing and managing profits, performance and accountability of a business are also emphasized. Students will develop a sample marketing plan for review by a marketing professional. Prerequisite: MK330, Junior standing, or instructor's permission. Odd-numbered Springs.