

markets and the structure and operation of financial institutions. This coursework will prepare students to understand current events related to financial markets and institutions, how to optimally utilize the corporate and consumer products and services provided by financial institutions and management of financial institutions. Students must earn at least 12 of the 24 hours required for the minor in residence at EKU and must earn a “C” or better in all courses for the minor.

Requirements.....24 hours
ACC 201, ECO 231, 324, FIN 201, 304, 315, 324, 437

MINOR IN RISK MANAGEMENT AND INSURANCE

The minor consists of 18 hours including three hours of a required accounting course, nine hours of required Risk Management and Insurance courses and six hours of approved Risk Management and Insurance electives.

Students must earn at least 9 of the 18 hours required for the minor in residence at EKU and must earn a “C” or better in all courses for the minor.

Requirements.....18 hours
ACC 201, RMI 370, RMI 372, RMI 374, plus six hours of approved RMI electives.

MINOR IN PERSONAL FINANCE

Designed to prepare students to make informed financial decisions regarding investments, mortgages, loans, retirement planning, etc. Students must earn at least 9 of the 18 hours required for the minor in residence at EKU and must earn a “C” or better in all courses for the minor.

Requirements.....18 hours
ACC 201, 322; FIN 201, 311, 324; RMI 370

CERTIFICATES

CERTIFICATE IN ACCOUNTING

The Certificate in Accounting is designed to prepare individuals who have a bachelor’s degree in another field for entry into the accounting profession. This program satisfies the Kentucky requirement that individuals taking the CPA Exam have a bachelor’s degree in accounting or the equivalent.

Requirements include: a bachelor’s degree from an accredited college or university, at least 15 of the 30 hours in the major requirements must be earned at EKU, students pursuing the Certificate in Accounting must earn a “C” or better in all courses comprising the certificate, and completion of the following courses:

Supporting Course Requirements.....15 hours
CIS 212 or INF 104, ECO 230, and GBU 204; MAT 112 or 211; QMB 200.

Major Requirements.....27 hours
ACC 201, 202, 251, 301, 302, 322, 327, 441, and three hours from 300-500 level Accounting courses.

Total Curriculum Requirements42 hours

CERTIFICATE IN FINANCIAL LITERACY

The Certificate in Financial Literacy prepares students to address financial literacy needs of individuals and small businesses. This certificate includes 12 hours of required courses.

Requirements.....12 hours
ACC 200, FIN 201, 310, 311.

**DEPARTMENT OF MANAGEMENT,
MARKETING, AND
INTERNATIONAL BUSINESS**

Chair of the Faculty

**Dr. Marcel Robles
(859) 622-1117**

Business and Technology Center 210

Faculty

L. Allison, F. Awang, L. Barthel, J. Blair, T. Caviness, B. Christensen, G. Crowley, K. Easterling, A. Engle, Z. Eser, J. Fatzinger, O. Feltus, S. Feltus, M. Fore, S. Gao, E. Gogol, F. Hasan, M. Hawksley, M. Healy, P. Isaacs, K. Kincer, C. Lin, R. Lingenfelder, C. Lopes, R. Mahaney, T. Martin, B. Polin, C. Pones, T. Randles, M. Roberson, M. Robles, L. Su, K. Tabibzadeh, K. Wilson, B. Woodruff, Q. Xiao, Z. Zhang, and W. Zhuang

BACCALAUREATE DEGREES

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
GENERAL BUSINESS
CIP Code: 52.0101**

UNIVERSITY GRADUATION REQUIREMENTS

- General Education36 hours
- Student Success Seminar (BTO 100; waived for transfers with 30+ hrs.).....1 hour
- Writing Intensive Course (Hrs. incorporated into Major/ Supporting/Gen Ed/Free Electives category)
- Upper division courses (42 hrs. distributed throughout Major/ Supporting/Gen Ed/Free Electives categories)
- ACCT - General Business majors will fulfill ACCT with GBU 480. (Credit hours will be counted in Major requirements) Business and Marketing Education/Teaching concentration will fulfill ACCT with CED 499. (Credit hours will be counted in Professional Education requirements below.)

Total Hours University Graduation Requirements.....37 hours

MAJOR REQUIREMENTS

College Requirements:

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

GPA Requirement for Business and Marketing Education/

Teaching concentration: Minimum 2.75 for business teaching core and supporting courses, 2.75 for professional education requirements courses with a grade of C and higher, AND meet all requirements for student teaching.

Core Courses:

Pre-Business Core.....12 hours
ACC 201, 202; GBU 204; QMB 200.

Business Core.....21 hours
 CCT 300W; CIS 300; FIN 300; MGT 300, 370; MKT 300; GBU 480.

General Business Concentrations:

General Business.....30 hours
 GBU 101, GBU 201; MGT 340; three hours in MKT 306, 309, 310, 350, 400, 401, or 435; three hours in FIN 301, 302, 304, 310, 311, 324, or 330; three hours in MGT 320, 330, 406, 430, or 470; one approved upper-division course from FIN, MKT, or MGT; nine hours of approved business electives from the following prefixes: ACC, CCT, CIS, FIN, GBU, MGT, MKT, RMI.

International Business.....33 hours
 GBU 101, 201; MGT 340; six hours of foreign language; CCT 310; FIN 330; MGT 430; MKT 400; six hours of business credit which will include course of study and/or internship in a foreign country.
Exemptions from the foreign study requirement are available only with the chairperson approval. International students may choose to fulfill this requirement through internships, cooperative education, or approved upper-division courses in business or economics (ECO 394).

Global Supply-Chain Management.....33 hours
 GBU 201; MGT 375, 435; MKT 315, 350, 431, 455, CIS 410, CCT 310, and six hours of approved business electives from: ACC, CCT, CIS, FIN, GBU, MGT, MKT, RMI, or International Economics (ECO 394).

Corporate Communication and Technology.....33 hours
 CCT 270, 304S, 310, 550, 570, GBU 101, 201, MGT 340, and 480; three hours from: MKT 309, 400, or 401; 3 hrs from: MGT 320, 330, or 465.

Business and Marketing Education/Teaching.....12 hours
 CCT 270, 304S, GBU 101, and three hours from: MKT 310, 400, or 435.

Professional Education Requirements..... 37 hours
 EDF 203, 204(2), 219, 413, EMS 300W, 474, 490, ESE 573, SED 104 (^GElement 6), EDC 300(3), and 11 credit hours of Clinical Experiences: CED 100(0), 200(0), 300(0.5), 400(0.5), 450(1), 499(9).

Candidates earning a degree that leads to teacher certification must take the PRAXIS Series (Professional Assessments for Beginning Teachers) and PLT (Principles of Learning and Teaching) exams as a requirement for graduation. Candidates are encouraged to review the schedule for PRAXIS and PLT registration deadlines prior to beginning the senior year (<http://www.kyepsb.net/assessment/index.asp> AND www.ets.org/praxis).

Specialty exams are required for each certification area sought and it may take more than one test date to complete all requirements. Candidates should confer with their education advisor/counselor to determine the most optimal time to take required exams.

Supporting Course Requirements.....9 hours
 CIS 212 or INF 104; ECO 230 (^GElement 5B), and 231; MAT(^GElement 2) 112A and 112B or 211; PSY 200, 200W or SOC 131.
^G = Course also satisfies a General Education element. Hours are included within the 36 hr. General Education requirement above.

Free Electives0-11 hours

TOTAL HOURS TO COMPLETE DEGREE120-128 hours

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
 MANAGEMENT
 CIP Code: 52.0201**

UNIVERSITY GRADUATION REQUIREMENTS

- General Education 36 hours
- Student Success Seminar (BTO 100; waived for transfers with 30+ hrs)..... 1 hour
- Writing Intensive Course (Hrs. incorporated into Major/Supporting/Gen Ed/Free Electives category)
- Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)
- ACCT - Management majors will fulfill ACCT with GBU 480. (Credit hours will be counted in Major requirements)

Total Hours University Graduation Requirements ... 37 hours

MAJOR REQUIREMENTS

College Requirements:
 BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

Core Courses:

Pre-Business Core 12 hours
 ACC 201, 202, GBU 204, and QMB 200.

Business Core..... 21 hours
 CCT 300W, CIS 300, FIN 300, GBU 480, MGT 300, 370, and MKT 300.

Approved Business Electives..... 3-6 hours
 Three to six hours from the following prefixes: ACC, CCT, CIS, FIN, GBU, INS, MGT, MKT.

Management Requirements:

Management Concentration 27 hours
 GBU 101, MGT 320, 340, 400, 480, and 12 hours of upper division Management (MGT) electives (excludes MGT 300, 301, 349, 370).

Human Resource Management Concentration.. 27 hours
 GBU 101, MGT 320, 340, 400, 480, MGT 460, 425, 440, and 445.

Entrepreneurship Concentration 33 hours
 CCT 270, 304S, GBU 101, MGT 320, 330, 340, 349, 445, 465, 480, and MKT 435.

Supporting Course Requirements 9 hours
 CIS 212 or INF 104; ECO 230 (^GElement 5B), and 231; MAT 112A and 112B (^GElement 2) or MAT 211(^GElement 2); PSY 200, 200W or SOC 131.
^G = Course also satisfies a General Education element.
 Hours are included within the 36 hr. General Education requirement above.

Free Electives.....3-5 hours

TOTAL HOURS TO COMPLETE DEGREE 120 hours

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
 MARKETING
 CIP Code: 52.1401**

UNIVERSITY GRADUATION REQUIREMENTS

- General Education36 hours
- Student Success Seminar (BTO 100; waived for transfers with 30+ hrs)1 hour
- Writing Intensive Course (Hrs. incorporated into Major/Supporting/Gen Ed/Free Electives category)
- Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)