

SORRELL COLLEGE OF BUSINESS

The academic mission of the Sorrell College of Business is to prepare a diverse body of students for entry and personal growth in business and government-related careers by means of high quality instruction delivered in traditional, nontraditional, and emerging electronic formats.

Our students are currently employed in, or endeavor to be employed in, business, government, public accounting, the U.S. military, and not-for-profit organizations, both in the United States and the world over. Today many are, or intend to be, self-employed. Undergraduate students are prepared for admission to graduate programs in business, information systems, and professional schools of law. Sorrell College of Business students graduate with the knowledge and skills needed to communicate effectively, to make ethical and socially-responsible decisions, and to understand diverse and international cultures.

Sorrell College of Business faculty members are highly qualified and possess diverse academic and business backgrounds. Because our faculty members have “real-world” experience, course instruction focuses not only on vital concepts but also on practical application of these concepts.

All academic programs offered by the college assist students to develop the knowledge, skills, and attitudes necessary to understand and cope with the challenges faced by business and organizational leaders in a dynamic, global workplace. The curriculum is highly germane to the needs of students and the requirements of their employers. Combining the relevance of the curriculum with the fact that our faculty holds students to a high standard throughout their academic experience at Troy means that the academic programs offered through the Sorrell College of

Business are designed to provide a firm foundation for professional business leaders who, upon graduation, will have the skills necessary to embark on, or change course in, successful careers in business, industry, and government.

Majors within the Bachelor of Science (or Arts) Business Administration degree are offered in accounting, general business, finance, information systems, management, marketing, and risk management and insurance. Within the management and general business majors, students may select concentrations that focus on international business, business economics, human resource management, small business and entrepreneurship, as well as production and operations management. Within the information systems major, students may focus on networking, general information systems, or web development. A Bachelor of Applied Science degree is offered in resources and technology management. Minors are offered in business administration and information systems.

As part of ongoing planning and evaluation, the Sorrell College of Business regularly evaluates student learning outcomes for each degree program.

ACCREDITATION

Troy University, through its Sorrell College of Business, is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) to offer baccalaureate degree programs in accounting, finance, general business, information systems, management, and marketing. The ACBSP has also accredited Troy to offer the Master of Business Administration.

B.S. / B.A. BUSINESS ADMINISTRATION DEGREE REQUIREMENTS

For more information, see the index listings for baccalaureate degree parameters, general studies, and academic regulations.

Specialized General Studies Requirements

- The general studies program must include six hours of Principles of Economics I & II and MTH 2201, completed with a grade of C or better.

Additional Specialized Requirements

- Students must complete the following lower-level courses (or their approved transfer credit equivalents) with a grade of C or higher in each course before registering for any upper level course in the business curriculum: ENG 1101/03, ENG 1102/04, MTH 2201, IS 2241, ACT 2291, ACT 2292, ECO 2251, ECO 2252, QM 2241, LAW 2221, and all 2000-level courses in the major and minor. Students may enroll concurrently in the last of these courses along with their initial 3000-level courses subject to their adviser’s approval and consistent with published prerequisite requirements. Under no condition may a student enroll in a 4000-level course without the satisfactory completion (grade of C or higher) of the lower-level courses listed above.
- Transfer credit will not be awarded for any course to be used in the business core or major in which a C grade or higher has not been achieved.
- Students must achieve an overall C average in both their business core and their business major in order to be eligible to graduate. All courses should be taken in the appropriate numerical sequence (i.e., 3000-level courses should be completed before attempting 4000-level courses).
- The business administration core and major each require a minimum of 12 hours Troy University residence credit.

PROGRAM STRUCTURE

| | |
|------------------------------|-----------------|
| General Studies | 48 hours |
| Business Administration Core | 42 hours |
| Courses in Major | <u>30 hours</u> |
| | 120 hours |

BUSINESS ADMINISTRATION CORE (42 HOURS)

| | | |
|----------|-----|-------------------------------------|
| ACT 2291 | (3) | Principles of Accounting I |
| ACT 2292 | (3) | Principles of Accounting II |
| BUS 3382 | (3) | Business Communications |
| FIN 3331 | (3) | Managerial Finance I |
| FIN 3332 | (3) | Managerial Finance II |
| IS 3300 | (3) | Introduction to Information Systems |
| LAW 2221 | (3) | Legal Environment of Business |
| MGT 3371 | (3) | Principles of Management |
| MGT 3373 | (3) | Operations Management |
| MGT 4476 | (3) | Strategic Management |
| MKT 3361 | (3) | Principles of Marketing |
| QM 2241 | (3) | Business Statistics I |
| QM 3341 | (3) | Business Statistics II |

Select one course with permission of faculty adviser:

| | | |
|----------|-----|-----------------------------------|
| ACT 4435 | (3) | International Accounting |
| ECO 4451 | (3) | International Trade |
| FIN 4435 | (3) | International Banking and Finance |
| MGT 4478 | (3) | International Management |
| MKT 4468 | (3) | International Marketing |

Select one business administration major (30 hours):

- Accounting
- Finance
- General Business
- Information Systems
- Management
- Marketing
- Risk Management and Insurance

ACCOUNTING MAJOR (30 HOURS)

B.S./B.A. in Business Administration degree with a major in accounting (ACT):

| | | |
|----------|-----|----------------------------|
| ACT 3391 | (3) | Intermediate Accounting I |
| ACT 3392 | (3) | Intermediate Accounting II |
| ACT 3394 | (3) | Governmental Accounting |
| ACT 3395 | (3) | Managerial/Cost Accounting |
| ACT 4491 | (3) | Advanced Accounting I |
| ACT 4494 | (3) | Income Tax I |
| ACT 4495 | (3) | Income Tax II |
| ACT 4497 | (3) | Auditing |

Select one accounting elective:

| | | |
|----------|-----|---------------------------------|
| ACT 3396 | (3) | Accounting Information Systems |
| ACT 4493 | (3) | Independent Study in Accounting |
| ACT 4496 | (3) | Managerial/Cost Accounting II |
| ACT 4498 | (3) | Advanced Auditing |
| ACT 4499 | (3) | Accounting Internship |

Select one upper level business or business law course elective.

FINANCE MAJOR (30 HOURS)

| | | |
|----------|-----|------------------------|
| FIN 4431 | (3) | Financial Management |
| FIN 4432 | (3) | Investments |
| FIN 4437 | (3) | Financial Institutions |

Select six electives:

| | | |
|----------|-----|--|
| FIN 3333 | (3) | Financial Mathematics |
| FIN 3334 | (3) | Financial Statement Analysis |
| FIN 3336 | (3) | Real Estate Finance I |
| FIN 3337 | (3) | Personal Financial Planning |
| FIN 4419 | (3) | Speculative Markets |
| FIN 4434 | (3) | Financial Modeling |
| FIN 4436 | (3) | Securities Analysis |
| FIN 4438 | (3) | Bank Management |
| FIN 4439 | (3) | Finance Seminar |
| FIN 4440 | (3) | Real Estate Finance II |
| FIN 4454 | (3) | Public Finance |
| FIN 4495 | (3) | Selected Topics in Finance |
| RMI 3335 | (3) | Principles Of Management and Insurance |

Select one upper level business or business law course elective.

GENERAL BUSINESS MAJOR (30 HOURS)

B.S./B.A. in Business Administration degree with a major in general business

Concentrations in general business, business economics, international business, and small business and entrepreneurship

Select one upper level course in three of the following five areas:

- Accounting
- Economics
- Finance
- Management
- Marketing

Select one concentration (21 hours):

Business Economics Concentration:

- Select five upper level economics courses (15 hours).
- Select two upper level finance courses (six hours).

General Business Concentration:

- Select seven upper level courses among the business disciplines, with a limit of three courses in one discipline.

International Business Concentration:

- Select three of the following courses not used to satisfy the business core global issues requirement (nine hours):

| | | |
|----------|-----|-----------------------------------|
| ACT 4435 | (3) | International Accounting |
| ECO 4451 | (3) | International Trade |
| FIN 4435 | (3) | International Banking and Finance |
| MGT 4478 | (3) | International Management |
| MKT 4468 | (3) | International Marketing |

Select two upper level business or business law course electives (six hours).

Select two modern foreign language courses (six hours).

Small Business and Entrepreneurship Concentration:

| | | |
|----------|-----|---------------------------|
| MGT 4475 | (3) | Small Business Management |
|----------|-----|---------------------------|

Select four of the following courses:

| | | |
|----------|-----|-------------------------------------|
| ACT 3396 | (3) | Accounting Information Systems |
| MGT 3375 | (3) | Human Resource Management |
| MGT 4472 | (3) | Organizational Behavior |
| MGT 4460 | (3) | Introduction to Project Management |
| MKT 3365 | (3) | Integrated Marketing Communications |
| MKT 4463 | (3) | Retailing |

Select two upper level business or business law course electives (six hours).

INFORMATION SYSTEMS MAJOR (30 HOURS)

B.S./B.A. in Business Administration degree with a major in information systems (IS)

| | | |
|---------|-----|---|
| IS 2244 | (3) | Computer Programming I |
| IS 2260 | (3) | Computer Programming II |
| IS 3320 | (3) | Data Communications and Computer Networking |
| IS 3330 | (3) | Web Authoring |

| | | |
|---------|-----|---|
| IS 3346 | (3) | Database Management Systems I |
| IS 4447 | (3) | System Engineering and Project Management |
| IS 4460 | (3) | E-Commerce Design |

Select one concentration:

General IS Concentration (nine hours)

Select three courses from the following:

| | | |
|----------|-----|--------------------------------------|
| IS 3339 | (3) | Object-Oriented Programming I |
| IS 3349 | (3) | Object-Oriented Programming II |
| IS 3380 | (3) | Network Operating Systems |
| IS 4430 | (3) | Web Site Design |
| IS 4440 | (3) | Database Management Systems II |
| IS 4443 | (3) | Internet Development |
| IS 4450 | (3) | Network Design and Management |
| IS 4451 | (3) | Network Infrastructure and Security |
| MGT 4480 | (3) | Technology and Management Innovation |

Networking Concentration (nine hours)

| | | |
|---------|-----|-------------------------------------|
| IS 3380 | (3) | Network Operating Systems |
| IS 4450 | (3) | Network Design and Management |
| IS 4451 | (3) | Network Infrastructure and Security |

Web Development Concentration (nine hours)

| | | |
|---------|-----|--------------------------------|
| IS 4430 | (3) | Web Site Design |
| IS 4440 | (3) | Database Management Systems II |
| IS 4443 | (3) | Internet Development |

MANAGEMENT MAJOR (30 HOURS)

B.S./B.A. in Business Administration degree with a major in management (MGT)

Concentrations in general management, human resource management, and production and operations management

| | | |
|----------|-----|---------------------------|
| MGT 4472 | (3) | Organization Behavior |
| MGT 3375 | (3) | Human Resource Management |
| MGT 4479 | (3) | Management Seminar |

Select one concentration:

General Management Concentration

| | | |
|----------|-----|--|
| MGT 4460 | (3) | Introduction to Project Management |
| MGT 4471 | (3) | Organizational Development |
| MGT 4473 | (3) | Labor Law and Collective Bargaining |
| MGT 4474 | (3) | Business and Society |
| MGT 4475 | (3) | Small Business Management |
| MGT 4480 | (3) | Technology and Innovation Management |
| MGT 4481 | (3) | Staffing |
| MGT 4482 | (3) | Managing Health, Safety and Diversity |
| MGT 4483 | (3) | Human Resources Development |
| MGT 4485 | (3) | Performance Appraisal and Compensation |
| MGT 4490 | (3) | Total Quality Management |
| MKT 3363 | (3) | Transportation Management |
| MKT 4463 | (3) | Retailing |
| MKT 4465 | (3) | Business Logistics |
| QM 3342 | (3) | Introduction to Operations Research |

Select one upper level business or business law course elective.

Human Resource Management Concentration

Select six of the following courses:

| | | |
|----------|-----|--|
| BUS 4499 | (3) | Internship |
| MGT 4471 | (3) | Organizational Development |
| MGT 4473 | (3) | Labor Law and Collective Bargaining |
| MGT 4481 | (3) | Staffing |
| MGT 4482 | (3) | Managing Health, Safety and Diversity |
| MGT 4483 | (3) | Human Resource Development |
| MGT 4485 | (3) | Performance Appraisal and Compensation |
| MGT 4496 | (3) | Selected Topics in Human Resources |

Select one upper level business or business law course elective.

Production and Operations Management Concentration

Select six of the following courses:

| | | |
|----------|-----|--------------------------------------|
| BUS 4499 | (3) | Faculty approved Internship |
| ECO 3357 | (3) | Managerial Economics |
| MGT 4460 | (3) | Introduction to Project Management |
| MGT 4465 | (3) | Business Logistics |
| MGT 4480 | (3) | Technology and Innovation Management |
| MGT 4490 | (3) | Total Quality Management |
| QM 3342 | (3) | Introduction to Operations Research |

Select one upper level business or business law course elective.

Supply Chain Management Concentration

Offered at Troy campus only

| | | |
|----------|-----|---|
| MKT 4465 | (3) | Business Logistics |
| MGT 4451 | (3) | Supply Chain Management |
| MGT 4452 | (3) | Supply Chain Management Information Systems |
| MGT 4453 | (3) | Supply Chain Strategy |

Select two courses:

| | | |
|----------|-----|-------------------------------------|
| BUS 4499 | (3) | Internship |
| MKT 3363 | (3) | Transportation Management |
| MGT 4460 | (3) | Introduction to Project Management |
| MGT 4490 | (3) | Total Quality Management |
| QM 3342 | (3) | Introduction to Operations Research |

Select one upper level business or business law course elective.

MARKETING MAJOR (30 HOURS)

B.S./B.A. in Business Administration degree with a major in marketing (MKT)

| | | |
|----------|-----|----------------------|
| MKT 4462 | (3) | Consumer Behavior |
| MKT 4464 | (3) | Marketing Research |
| MKT 4469 | (3) | Marketing Management |

Select three to five marketing electives (9-15 hours):

| | | |
|----------|-----|-------------------------------------|
| MKT 3362 | (3) | Advertising |
| MKT 3364 | (3) | Services Marketing |
| MKT 3365 | (3) | Integrated Marketing Communications |
| MKT 4461 | (3) | Personal Selling |
| MKT 4463 | (3) | Retailing |
| MKT 4466 | (3) | Direct Marketing |
| MKT 4481 | (3) | Internet Marketing I |

Select one to three marketing electives (3-9 hours) to accumulate a total of 27 hours in marketing courses:

| | | |
|----------|-----|----------------------------------|
| BUS 4460 | (3) | Business Consulting and Research |
| MKT 3363 | (3) | Transportation Management |
| MKT 4465 | (3) | Business Logistics |
| MKT 4467 | (3) | Sales Management |
| MKT 4482 | (3) | Internet Marketing II |
| MKT 4495 | (3) | Selected Topics in Marketing |

Select one upper level business or business law course elective.

RISK MANAGEMENT AND INSURANCE MAJOR (30 HOURS)

B.S./B.A. in Business Administration degree with a major in risk management and insurance

| | | |
|----------|-----|---|
| RMI 3335 | (3) | Principles of Risk Management and Insurance |
| RMI 3340 | (3) | Surplus Lines and Reinsurance |
| RMI 3342 | (3) | Insurance Operations |
| RMI 3346 | (3) | Life and Health Insurance |
| RMI 3348 | (3) | Property and Liability Insurance |
| RMI 4440 | (3) | Corporate Risk Management |
| RMI 4449 | (3) | Risk Management and Insurance Seminar |
| RMI 4460 | (3) | Agency Management |

Select two upper level business or business law course elective (six hours).

RESOURCES AND TECHNOLOGY MANAGEMENT, B.A.S. IN

Bachelor of Applied Science in Resources and Technology and Management Degree

For more information, see the index listings for baccalaureate degree parameters, general studies, and academic regulations.

Specialized General Studies Requirements

- The 48 hours of general studies must include six hours of Principles of Economics I & II and MTH 2201 completed with a grade of C or better.

Additional Specialized Requirements

- Students must complete the following lower-level courses (or their approved transfer credit equivalents) with a grade of C or higher in each course before registering for any upper level course in the business curriculum: ENG 1101/03, ENG 1102/04, MTH 2201, IS 2241, ACT 2291, ACT 2292, ECO 2251, ECO 2252, QM 2241, LAW 2221, and all 2000-level courses in the major and minor. Students may enroll concurrently in the last of these courses along with their

initial 3000-level courses subject to their adviser's approval and consistent with published prerequisite requirements. Under no condition may a student enroll in a 4000-level course without the satisfactory completion (grade of C or higher) of the lower-level courses listed above.

- Transfer credit will not be awarded for any course to be used in the business core or major in which a C grade or higher has not been achieved.
- Students must achieve an overall C average in both their business core and their business major in order to be eligible to graduate. All courses should be taken in the appropriate numerical sequence (i.e., 3000-level courses should be completed before attempting 4000-level courses).

Specialized technical courses (12-18 hours)

Credit will be awarded for specialized technical knowledge based upon one or all of the following: American Council of Education credit recommendations, credit for experiential learning that has been evaluated by Troy University faculty and approved by the appropriate dean or transfer work from regionally accredited (Southern Association of Colleges and Schools, Middle States Association of Colleges and Schools, etc.) post-secondary community college or technical schools as approved by the Academic Council.

Specializations are not available in fields of study that are offered through Troy University as majors, programs, or minors, i.e., nursing, computer science, information systems, or education. Specialized technical knowledge and course work will normally be recognized in the following areas which are incorporated under the technology resources management program:

- Acquisitions/Contracts
- Air Traffic Control
- Aircraft Maintenance
- Aviation Operations
- Contracts and Acquisitions
- Electronics
- Fire Science
- Military Science
- Other Approved Technical Areas

For a student to qualify for the transfer of technical credit from a regionally accredited community college or technical school, he or she must have a minimum of 18 semester hours of transferable credit (in the same technical field) with a minimum overall grade point average of 2.0 on a 4.0 scale.

Upper level business or technology electives (12-18 hours)

BUSINESS, ASSOCIATE OF SCIENCE (60 HOURS)

Associate of Science Degree

See the academic regulations section of this bulletin for additional information regarding associate degrees.

Area I

| | | |
|----------|-----|-----------------------------------|
| ENG 1101 | (3) | Composition and Modern English I |
| ENG 1102 | (3) | Composition and Modern English II |

Area II

Select one:

| | | |
|----------|-----|---------------------------------|
| ENG 2205 | (3) | World Literature before 1660 |
| ENG 2206 | (3) | World Literature after 1660 |
| ENG 2211 | (3) | American Literature before 1875 |
| ENG 2212 | (3) | American Literature after 1875 |

| | | |
|----------|-----|--------------------------------|
| ENG 2244 | (3) | British Literature before 1785 |
| ENG 2245 | (3) | British Literature after 1785 |

Select one:

| | | |
|----------|-----|-----------------------|
| ART 1133 | (2) | Visual Arts |
| DRA 2200 | (2) | Introduction to Drama |
| MUS 1131 | (2) | Music Appreciation |

Area III*Select one:*

| | | |
|----------|-----|-------------------------|
| HIS 1101 | (3) | Western Civilization I |
| HIS 1102 | (3) | Western Civilization II |
| HIS 1111 | (3) | U.S. to 1877 |
| HIS 1112 | (3) | U.S. since 1877 |
| HIS 1122 | (3) | World History to 1500 |
| HIS 1123 | (3) | World History from 1500 |

Area IV

| | | |
|----------|-----|-------------------|
| MTH 2201 | (3) | Business Calculus |
|----------|-----|-------------------|

Select one science course and corresponding lab:

| | | |
|----------|-----|-----------------------------|
| BIO 1100 | (3) | Principles of Biology |
| BIO L110 | (1) | Principles of Biology Lab |
| SCI 2233 | (3) | Physical Science |
| SCI L233 | (1) | Physical Science Lab |
| SCI 2234 | (3) | Earth and Space Science |
| SCI L234 | (1) | Earth and Space Science Lab |

Area V

| | | |
|-----------|-----|---|
| COM 1110 | (3) | Effective Communication (Montgomery campus only) |
| IS 2241 | (3) | Computer Concepts and Applications |
| TROY 1101 | (1) | University Orientation |

Area VI

| | | |
|----------|-----|-------------------------------|
| ACT 2291 | (3) | Principles of Accounting I |
| ACT 2292 | (3) | Principles of Accounting II |
| ECO 2251 | (3) | Principles of Macroeconomics |
| ECO 2252 | (3) | Principles of Microeconomics |
| FIN 3331 | (3) | Managerial Finance I |
| LAW 2221 | (3) | Legal Environment of Business |
| MGT 3371 | (3) | Principles of Management |
| MKT 3361 | (3) | Principles of Marketing |
| QM 2241 | (3) | Statistics I |
| QM 3341 | (3) | Statistics II |

Area VII

Select free electives to total 60 hours for the associate degree.

BUSINESS ADMINISTRATION MINOR (18 HOURS)

| | | | |
|-----------|------|-----|-------------------------------|
| BUS | 1101 | (3) | Introduction to Business |
| ECO | 2251 | (3) | Principles of Macro-economics |
| <i>or</i> | | | |
| ECO | 2252 | (3) | Principles of Micro-economics |

Select twelve hours of business courses, two of which are at the 3000-4000 level. All prerequisites must be met.

INFORMATION SYSTEMS MINOR (18 HOURS)

| | | | |
|----|------|-----|---|
| IS | 2244 | (3) | Computer Programming I |
| IS | 3300 | (3) | Introduction to Information Systems |
| IS | 3320 | (3) | Data Communications and Computer Networking |
| IS | 3330 | (3) | Web Authoring |
| IS | 3346 | (3) | Database Management Systems I |

Select one upper-level IS course.

