

## 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.

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 graduate business programs.

### 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 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).
- Sorrell College of Business students must pass the business administration capstone course, MGT 4476, with a grade of C or better.
- Accounting majors must earn a grade of C or better in all accounting courses (prefix ACT).
- The business administration core and major each require a minimum of 12 hours of 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 (Accounting majors must take ACT 4435):

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

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**ACCOUNTING MAJOR (30 HOURS)**


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

**Specialized General Studies Requirements**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

**Major Requirements**

ACT 3391	(3)	Intermediate Accounting I
ACT 3392	(3)	Intermediate Accounting II
ACT 3394	(3)	Governmental Accounting
ACT 3395	(3)	Managerial/Cost Accounting I
ACT 3396	(3)	Accounting Information Systems
ACT 4491	(3)	Advanced Accounting
ACT 4494	(3)	Income Tax Accounting I
ACT 4495	(3)	Income Tax Accounting II
ACT 4497	(3)	Auditing

Select one upper level business or business law course elective.

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**FINANCE MAJOR (30 HOURS)**


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**Specialized General Studies Requirements**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

**Major Requirements**

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.

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**GENERAL BUSINESS MAJOR (30 HOURS)**


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

***Concentrations in general business, business economics, international business, international economic development, and small business and entrepreneurship***

**Specialized General Studies Requirements**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

**Major Requirements**

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).

**International Economic Development Concentration:**

ECD 3360	(3)	Principles of International Economic Development
ECD 3362	(3)	Applied Spatial Analysis for Business
ECD 4499	(3)	Field Experience in International Economic Development
ECO 4451	(3)	International Trade
MKT 4468	(3)	International Marketing

Select two of the following courses:

ECD 4461	(3)	Advanced Applied Spatial Analysis for Business
ECO 4555	(3)	Comparative Economic Systems
FIN 3336	(3)	Real Estate Finance I
FIN 4440	(3)	Real Estate Finance II
FIN 4454	(3)	Public Finance
GEO 4404	(3)	Economic Geography

**Small Business and Entrepreneurship Concentration:**

MGT 4475	(3)	Small Business Management
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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)*

*Concentrations in general information systems, networking and Web development.*

#### **Specialized General Studies Requirements**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

#### **Major Requirements**

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
IS 4420	(3)	Web Server Administration
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)

Select three courses from the following:

IS 4430	(3)	Web Site Design
IS 4440	(3)	Database Management Systems II
IS 4443	(3)	Internet Development
IS 4420	(3)	Web Server Administration

### MANAGEMENT MAJOR (30 HOURS)

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

*Concentrations in general management, hospitality and tourism, human resource management, production and operations management, and supply chain management.*

#### **Specialized General Studies Requirements**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

MGT 3375	(3)	Human Resource Management
MGT 4472	(3)	Organization Behavior
MGT 4455	(3)	Employment Law (Hospitality and Tourism concentration)
OR		
MGT 4479	(3)	Management Seminar (required for all concentrations except Hospitality and Tourism)

#### **Select one concentration:**

##### General Management Concentration

Select six of the following courses:

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.

##### Hospitality and Tourism Concentration

MGT 3372	(3)	Hospitality Management
MGT 3374	(3)	Hotel Management
MGT 3377	(3)	Domestic and International Tourism
MGT 4466	(3)	Restaurant Management

Select three of the following courses:

BUS 4499	(3)	Internship
MGT 4465	(3)	Food and Beverage Service
MGT 4475	(3)	Small Business Management
MGT 4481	(3)	Staffing
MKT 4487	(3)	Hospitality Marketing

**Human Resource Management Concentration***Select six of the following courses:*

BUS 4499	(3)	Internship
MGT 4455	(3)	Employment Law
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**

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.*

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**MARKETING MAJOR (30 HOURS)**

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***B.S./B.A. in Business Administration degree with a major in marketing (MKT)*****Specialized General Studies Requirements**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

**Major Requirements**

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.*

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**RISK MANAGEMENT AND INSURANCE MAJOR (30 HOURS)**

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***B.S./B.A. in Business Administration degree with a major in risk management and insurance*****Specialized General Studies Requirements**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

**Major Requirements**

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 4441	(3)	Insurance Ethics and Professionalism
RMI 4449	(3)	Risk Management and Insurance Seminar

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

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

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***Bachelor of Applied Science in Resources and Technology and Management Degree*****Specialized General Studies Requirements**

The general studies program must include ECO 2251, ECO 2252 and MTH 2201, completed with a grade of C or better.

**Major Requirements*****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
- Restaurant/Culinary (non-Alabama campuses only)
- 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.

#### Select option 1 or option 2:

##### Option 1: Restaurant/Culinary Specialization (18 hours)

(non-Alabama sites only)

MGT 3371	(3)	Principles of Management
MGT 3372	(3)	Hospitality Management
MGT 4465	(3)	Food and Beverage Service
MGT 4466	(3)	Restaurant Management

Select six additional semester hours of upper level business electives.

Option 2: Select 12-18 hours of upper level business or technology electives.

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### BUSINESS, ASSOCIATE OF SCIENCE (60 HOURS)

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*Associate of Science Degree*

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

#### General Studies Requirements

##### **Area I**

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

##### **Area II**

Select one:

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

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

##### **Area III**

MTH 2201	(3)	Business Calculus
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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 IV**

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 V**

IS 2241	(3)	Computer Concepts and Applications
TROY 1101	(1)	University Orientation

#### Additional Requirements

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

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.*