

Undergraduate Major
in
**International
Business**

HANDBOOK

Terry College of Business
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The undergraduate major in International Business *Handbook* is a student resource for comprehensive information regarding the Bachelor of Business Administration (BBA) major in International Business, including curriculum, course descriptions, internships, the International Business Society and general facts about Terry College and International Business Programs.

Please visit the Program website at www.terry.uga.edu/ib for additional resources for International Business majors, as well as information on study abroad and international exchange programs.

Terry College of Business

As the second largest college at the University of Georgia, the Terry College of Business shares in the University's responsibility to provide leadership in fulfilling the joint missions of instruction, research and service. The college strives to maintain high caliber teaching programs while providing a climate for both basic and applied research and a service program designed to meet the needs of businesses. Founded in 1912, Terry College is a fully accredited member of the AACSB/The International Association for Management Education.

The college began offering graduate instruction in business administration in 1923. Faculty and administrative offices are housed in Brooks Hall on the "Old" North Campus with business classes taught in adjacent Sanford Hall and Caldwell Hall. Sanford Hall and Caldwell Hall are equipped with computer network connections at every seat for laptop computers. The Main Library and Law Library are adjacent to Terry College, and the vibrant shops, offices and eateries of downtown Athens are just a short walk away.

The Terry College of Business is making great strides in its commitment to excellence in instruction. We make continuous improvements in the curriculum as well as develop new programs to keep pace with the dynamic changes in the business environment. The commitment to excellence in instruction and research as well as a fine sense of public service on the part of faculty and staff have made the Terry College one of the most respected in the nation.

Coca-Cola International Business Programs

International Business Programs is an interdisciplinary initiative of the Terry College of Business that offers an undergraduate major in International Business and a range of study abroad and exchange programs for both undergraduate and graduate students.

One of the most popular majors in the college, The IB Major is designed to offer students a flexible curriculum which immerses students in business practices that are unique to conducting business across national boundaries.

Students gain an in-depth understanding of the international business arena and the means of competing in a multi-cultural, global environment.

By participating in study abroad and exchange programs, students can further develop their expertise, strengthen their resumes, earn credits toward their degree, and tour international companies and cultural sites, making these programs unique and valuable. There is a range of international program locations to choose from, with price tags for almost every budget.

International Business Programs is overseen by the Associate Dean of Academic Programs and the Associate Dean of Research & International Programs. Faculty led committees meet regularly to decide on curriculum issues, student petitions, and international initiatives.

About the Major

The IB Major: A Flexible Three-part Curriculum

1. The International Business Component

IB Majors get an in-depth understanding of the international business arena and the means of competing in a multi-cultural, global environment through courses offered within the College of Business which are international in scope. Further, IB majors are encouraged to participate in either an international business internship or study abroad program, where they gain firsthand a view of how the world economy operates and how s/he might best fit within it.

2. Business Area of Emphasis

At their first advising session, IB majors declare a discipline within the College of Business as an Area of Emphasis. Currently, students can choose to specialize in Accounting, Economics, Finance & Banking, Insurance, Legal Studies, Real Estate, Management, Marketing, or Management Information Systems. At least four courses in each discipline are open to IB Majors of that emphasis, only one is required to be international in scope.

3. Language and Culture

In studying a second language through the conversation level, IB majors acquire the cross-cultural communication skills and cultural appreciation that are essential to conducting International Business.

Skill Sets and Interests Commonly Associated with International Business Majors

Adaptability

Foreign language competency

Oral and written communication

Good listening and clarifying skills

Problem solving skills

Cultural awareness

Ability to adjust to new environments

Sensitivity to and appreciation for diverse cultures

What Can I Do With A Major In International Business?

A growing number of foreign and U.S. companies transact a significant and continually expanding portion of their business through international channels. In fact, more businesses are going abroad to find new markets as domestic markets mature. What is more, corporations conducting business strictly in the United States are competing with foreign imports. As a result, local and international enterprises who employ people with international business skills have an edge over those who do not.

International Business Majors can meet with a dedicated UGA Career Consultant for assistance with preparing a resume for their target market and developing interviewing skills. Alumni of the major can return to benefit from this free service whenever needed.

Curriculum

All UGA students who plan to pursue the BBA degree are admitted to the Franklin College of Arts and Sciences as “pre-business majors.” A minimum of 121 hours is required for the BBA, which must include a minimum of 30 hours as a Terry College student and a minimum of 45 of the last 60 hours completed at UGA (unless taken on an approved study abroad or exchange program).

The Business Core Curriculum

For the first two years of college, students focus on completing the Regents' Core Curriculum, 60 hours of lower division coursework that involves both general education and major-related courses. The BBA degree requires certain lower and upper division "core" courses that prepare pre-business students for all business majors. The lower division business core (denoted below by a star *) can be applied to the Regent's requirements or taken as elective/excess credit. The outline below provides some guidance for course selection:

I: Foundation Courses (9 hrs/3 courses)

ENGL 1101 & 1102, English Composition

MATH 1113, Precalculus*

II: Sciences (7-8 hrs/2 courses plus a lab)

Physical Sciences (3-4 hrs)

Life Sciences (3-4 hrs)

III: Quantitative Reasoning (3-4 hrs/1 course)

MATH 2200, Analytic Geometry & Calculus* or MATH 2250, Calc 1 for Sci/Engineering*

IV: World Languages & Culture, Humanities & Arts (12 hrs/4 courses)

World Languages and Culture (9 hrs)

SPCM 1100, Public Speaking or SPCM 1500, Interpersonal Communication* (3 hrs)

V: Social Sciences (9 hrs/3 courses)

ECON 2100, Econ. of Environmental Quality or ECON 2200, Econ. Development of U.S.*

Any two (2) social science elective courses

Note: HIST 2111/2112 and POLS 1101 are recommended in Area 5 to satisfy UGA graduation requirements for Environmental Literacy, the American and Georgia History Exam and the Federal and Georgia Constitution Exams.

VI: Related to the BBA Degree (18 hrs/6 courses)

ACCT 2101 & 2102, Principles of Accounting I & II

ECON 2105 & 2106, Principles of Micro- & Macroeconomics

MIST 2090, Intro to Information Systems in Business

LEGL 2700, Legal & Regulatory Environment of Business

Note: Course grades in ACCT 2101 & 2102 may affect eligibility in to the major. Also, ECON 2105/2106 are prerequisites to ECON 2100/2200.

* Courses denoted by a star are required for the BBA Degree. These courses may alternatively be taken as general elective or excess credit.

Students usually apply to the Terry College of Business International Business Undergraduate Program during their second (sophomore) year. In order to be eligible, they must meet minimum criteria, such as completing 60 hours and the lower division BBA Core (may apply while final coursework is in progress). The following table provides approximate timeframes for applying to the Terry College of Business.

Table 1			
Desired admission semester	Testing and on-online application available	Deadline for completion of application and testing	Admissions decisions e-mailed
Fall	Nov 1-Jan 20	January 20	Mid-March
Spring	Apr 1-Sept 1	September 1	Mid/Late Oct

The courses listed below are considered the upper division business core (12 hours), and are prerequisites to most Major courses.

- *Principles of Marketing* (MARK 3000) Introduces students to marketing, dealing with issues such as consumer behavior, sales management, advertising and distribution.
- *Statistical Analysis for Business* (MSIT 3000 or STAT 3000) Helps students apply statistics to business.
- *Financial Management* (FINA 3000) Introduces students to the basic concepts of financial decision-making.
- *Management of Organizations and Individuals* (MGMT 3000) Introduces students to managerial issues such as strategy, organizational design, ethics, diversity, globalization, leadership, motivation, human resources, and organizational change.

The Major Curriculum

The upper division International Business Major Curriculum (36 hours) requires seven major courses and proficiency in a second language (to the conversation level). The IB Major Advisor meets with students each Fall and Spring semester to guide them toward successful completion of a program of

study. Once accepted to the IB Major, students declare another discipline within the Terry College of Business as an “Area of Emphasis” and commence the seven major courses (21 hours):

A. Major Required (6 hrs/2 courses)

ECON 4040, International Business Environment (prerequisite)

MGMT 5560, International Strategic Management (capstone course)

B. Area of Emphasis (12 hrs/4 courses)

Choose four from one Area:

Management:

MGMT 4000 Integrated Resource Management

MGMT 5400 Strategic Management

MGMT 5440 Business Ethics

MGMT 5980 Leadership

Marketing:

MARK 4000 Marketing Research for Business Decisions

MARK 4100 Consumer and Organizational Buyer Behavior

MARK 4500 Product and Service Marketing

MARK 4700 International Marketing

Economics:

ECON 4010 Intermediate Microeconomics

ECON 4020 Intermediate Macroeconomics

plus two other ECON courses above 4020 (see UGA Bulletin for choices)

Accounting:

ACCT 4050 Financial Statement Analysis for Non-Accounting Majors

ACCT 5000 Intermediate Accounting I

ACCT 5010 Intermediate Accounting II

ACCT 5100 Managerial Accounting I

ACCT 5400 Taxation I

Insurance:

RMIN 4000 Risk Management and Insurance

plus two other RMIN courses (see UGA Bulletin for choices)

and one international class from (C) below

Banking & Finance:

FINA 4000 Money and Capital Markets

FINA 4200 Corporate Finance Theory

FINA 4310 Survey of Investments

FINA 4810 International Finance

Real Estate:

REAL 4000 Real Estate
plus two other REAL courses (see UGA Bulletin for choices)
and one international class from (C) below

Legal Studies:

LEGL 4400 Business Law
LEGL 4500 Employment Law
LEGL 4600 Negotiation and Alternative Dispute Resolution Systems
LEGL 4900 International Legal Transactions for Business

Management Information Systems:

MIST 5780 Globalization and IT
plus three 4000+ MIST courses (see UGA Bulletin for choices)

C. Major Elective (3 hrs/1 course)

Choose one:

MARK 4700, International Marketing
INTB 4800, Internship in International Business (see additional info) or
INTB 5100, Special Topics in International Business
FINA 4810, International Finance
LEGL 4900, International Legal Transactions for Business
MIST 5780, Globalization and IT

Although acquisition of a second language (or proficiency to the conversation level—15 hrs/5 courses, in most cases) is a requirement of the major, language courses are not considered major courses. Students already proficient in a second language, should speak with the IB Advisor about alternative credit.

Elective Courses & Physical Education

As part of the BBA degree requirements, students must complete four additional upper level electives (12 hours). Many IB Majors choose courses that complete a Minor degree in their chosen language, a certificate program to specialize in a global region, or to participate in a study abroad program. Further, to fulfill the Regents' Core Curriculum, one Physical Education course (1 hr) must be completed.

Degree Completion

After registering for the final semester of classes, students should make an appointment with the Terry Undergraduate Programs Office for a graduation assessment.

Optional: Earn a Minor Degree

Students majoring in International Business are strongly encouraged to complete a minor in their chosen second language. The IB major requires study of a second language through the conversation level (usually equivalent to 5 semesters). The IB curriculum is set up so that a student will, in most cases, be able to fit the requirements of a language minor into the program of study without extending it.

While the Terry College does not allow a minor in any of its departments, some students choose fields other than language to minor in, such as Political Science. Speak with the IB Advisor about how to coordinate Minor coursework with the Major program of study. To see a full listing of Minor program offerings and detailed requirements, see the online UGA Bulletin at <http://www.bulletin.uga.edu/MajorsHome.aspx>.

Optional: Specialize in a Global Region

Students majoring in International Business can chose to specialize in a particular country or global region by completing a UGA Certificate Program. Each of the certificate programs are offered by a different college and have unique requirements, so it is best to decide well ahead of time if you will pursue a particular certification program. Speak with the IB Advisor about how to coordinate Certificate program coursework with the Major program of study. To see a full listing of Certificate program offerings and detailed requirements, see the online UGA Bulletin at <http://www.bulletin.uga.edu/MajorsHome.aspx>.

Student Resources

Internships

An internship for academic credit in International Business is employment, compensated or not, that gives you practical experience in international activities within a corporation. IB majors who discover an internship opportunity involving at least 200 total hours (can be 13-15 hours/week for 15 weeks, 20 hours/week for 10 weeks, or 25 hours/week for 8 weeks) can request clearance to register for *INTB 4800* for the academic semester when the internship is to take place. It is recommended that you first complete MARK 3000, MGMT 3000, FINA 3000 and MIST 3000. The internship must include substantial responsibilities/assignments related to international business. *INTB 4800* equates to a three (3) credit hour course, which can be taken only once, and it satisfies the “major elective” requirement of the IB major, or may be used as a general elective.

To participate, submit an Internship Agreement the semester preceding the one you plan to do your internship (before final exams) to Sally Vandiver for approval by the Associate Dean for Academic Programs. There is a limit of 15 participants per semester, so plan ahead, especially for summer semesters.

Download the *Internship Agreement Form* from the IB Program website. It contains information on qualifying internships and how to receive credit for an internship.

To learn about and discover internship opportunities, we suggest the following:

- check your e-mail—internship opportunities are often sent to the IB listserv;
- speak with the internship advisor at the UGA Career Services Center (CSC);
- check DawgTrak (on-line) at Student Employment (CSC); and
- make your own contacts and network.

International Business Society

The International Business Society is a student-led organization within the Terry College of Business. The club fosters collegiality among IB majors and any students interested in activities that cultivate an international perspective and networking opportunities in the arena of international business. Typical activities include hosting speakers on a variety of topics (e.g. alumni discussing their job search, resume and interview workshops, new study abroad opportunities, etc.), field trips to corporate offices, and an annual charity softball tournament, the Terry Cup. An activity schedule for the current year is maintained on the IB website.

Membership is open to all Terry College students. Annual dues—\$20/semester or \$30/year—support the social, educational, and community based activities of the society. To become a member, contact the IBS Treasurer or Faculty/Staff Sponsor. Cash or checks accepted (payable to International Business Society).

2008-2009 Officers:

Matt Little, President, matt27@uga.edu

Reid Scott, Secretary, rlscott8@uga.edu

Allison Will, Treasurer, awill@uga.edu

Sally Vandiver, Staff Sponsor, svandive@terry.uga.edu

Every spring semester, society officers are elected by secret ballot. Download the *Officer Roles & Responsibility* information from the IB website.

e-Bulletin

The International Business Programs *e-Bulletin* is circulated monthly via e-mail to IB students, faculty, staff and other interested parties. Issues provide timely information on events, study abroad programs, advising tips, IB Society activities, internships, and other noteworthy announcements. An archive of the e-Bulletin is maintained for the current year on the IB website. The editor of the IB e-Bulletin is the IB Major Advisor.

Study Abroad & International Exchange Programs

Although not a requirement for business majors, participation in courses taught abroad is highly recommended, as they enhance one's employability and overall college experience. Each international business program allows students to earn credits toward their degree, in the unique “classrooms” of foreign- and local-owned businesses and significant cultural sites abroad. Participants also strengthen their foreign language skills, cultural awareness, and ability to adjust to different environments. Often, these programs result in lifelong friendships as well as contacts for potential employment opportunities.

All participants in these international programs are thoroughly oriented to their specific destination before departure, and most programs are led by a Terry faculty member and/or program manager. For current details on study abroad and exchange program offerings and applications, see the IB Program website at www.terry.uga.edu/ib.

Additionally, each Fall the UGA Office of International Education hosts a *Work, Study and Travel Abroad Fair* (see http://www.uga.edu/oie/sa_fair.htm) where students can gather information and speak with representatives from various organizations and institutions of higher education that offer programs abroad.

People

Administration

Undergraduate Major

Mark Dawkins

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Study Abroad & Exchange Programs

Daniel Feldman

Associate Dean for Research and International Programs & Synovus Chair of Leadership, Dean's Office
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Staff

Undergraduate Major Advisor

Sally Vandiver

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Study Abroad & Exchange Programs Coordinator

Holly Alderman

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IB Course Descriptions

Accounting Area of Emphasis (Choose 4 courses from the following)

ACCT 4050. Financial Statement Analysis for Non-Accounting Majors. 3 hrs

Oasis Title: FIN STATMNT NON-ACC.

Prerequisite: ACCT 2102.

Designed for non-accounting majors, this course provides a user's perspective of financial statements. Financial analysis and critical thinking skills as applied to financial accounting data. Limited offering; check schedule of classes.

ACCT 5000. Intermediate Accounting I. 3 hours.

Oasis Title: INTERMED ACC I.

Prerequisite: ACCT 2102 or ACCT 2102H.

Accounting concepts, critical thinking skills, and techniques involved in the accounting process and the preparation of financial statements. Emphasis is on accounting for most assets. Financial statements from the perspective of both preparers and users, accounting standard-setting process, and economic consequences of accounting standards on a firm's stakeholders. Offered every year.

ACCT 5010. Intermediate Accounting II. 3 hours.

Oasis Title: INTERMED ACC II.

Prerequisite: ACCT 5000.

A continuation of Intermediate Accounting I. New topics include accounting for intangible assets, current and long-term liabilities, stockholders' equity, earnings per share, and investments. Offered every year.

ACCT 5100/7100. Managerial Accounting I. 3 hours.

Oasis Title: MANAGERIAL ACC I.

Undergraduate prerequisite: ACCT 2102H or ACCT 2102.

The design of accounting systems to serve the internal needs of management with an emphasis on underlying theory. Product costing, including activity-based costing; budgeting

and other planning applications, information for decision making, planning and control application for decentralized organizations. Offered every year.

ACCT 5400/7400. Taxation I. 3 hours.

Oasis Title: INTRO TO TAXATION.

Undergraduate prerequisite: ACCT 2102H or ACCT 2102.

A basic federal income tax course covering concepts of taxation applicable to all taxable entities but primarily relating to individuals. Introduces research approaches to tax problems as well as methods of analysis most appropriate to taxation issues.

Non-traditional format: This course is also offered through University System of Georgia Independent Study (USGIS). Offered every year.

Economics Area of Emphasis

Required:

ECON 4010. Intermediate Microeconomics. 3 hours.

Oasis Title: INT MICROECON.

Prerequisite: ECON 2106 and ECON 2105 and MATH 2200 and MATH 2200L.

Resource allocation in a market economy, with an emphasis on the workings of the price system under competitive and monopolistic conditions. The welfare costs of departures from perfect competition are examined, and students are introduced to game theory and the economics of information. Offered every year.

ECON 4020. Intermediate Macroeconomics. 3 hours.

Oasis Title: INT MACROECON.

Prerequisite: ECON 2106 and ECON 2105 and MATH 2200 and MATH 2200L.

Theories aimed at explaining observed levels of national income, unemployment, inflation, interest rates, and exchange rates, with critical evaluations of alternative domestic and international fiscal and monetary policies. Offered every year.

Choose 2 courses from the following:

ECON 4100/6100. Monetary Economics. 3 hours.

Oasis Title: MONETARY ECONOMICS.

Not open to students with credit in ECON 4030 or ECON 4030H.

Undergraduate prerequisite: ECON 4010 or ECON 4020.

Money and financial markets, emphasizing the evolution and economic rationale of money and financial institutions, determinants of the price level and interest rates, alternative monetary policies, and international monetary relations.

Offered every year.

ECON 4150. Environmental Economics. 3 hours.

Oasis Title: ENV ECONOMICS.

Prerequisite: ECON 4010.

The economic foundations of global environmental problems, including air and water

pollution and the depletion of natural resources, with discussions of alternative (command and market-based) solutions. Limited offering.

ECON 4200. Economic Growth and Development. 3 hours.

Oasis Title: ECON GROWTH & DEV.

Prerequisite: ECON 4010.

Problems and programs of economic growth; specific attention directed to underdeveloped areas, national economies, and regions. International agencies and coordinated efforts in economic development processes will be appraised within a theoretical reference.

Non-traditional format: This course is also offered through University System of Georgia Independent Study (USGIS). Offered every year.

ECON 4250H. Economics of Education (Honors). 3 hours.

Oasis Title: ECON OF EDUCATION.

Prerequisite: ECON 4010 and permission of Honors.

An analysis of how education is organized and delivered, and the efficacy of reforms such as increasing teacher salaries, decreasing student-teacher ratios, requiring teacher certification, high-stakes testing, charter schools, vouchers, and EMO's. In higher education, we study affirmative action, racial preferences in admissions, and the recent shift from need-based to merit based aid. Limited offering.

ECON 4300/6300. Public Sector Economics. 3 hours.

Oasis Title: PUBLIC SECTOR ECON.

Undergraduate prerequisite: ECON 4010.

Government's economic role, with discussions of what governments should (or shouldn't) do, and of what they do in fact. Major tax and spending programs are critically examined, and proposals for changing them are considered. Offered every year.

ECON 4350/6350. Industrial Economics. 3 hours.

Oasis Title: INDUSTRIAL ECON.

Undergraduate prerequisite: ECON 4010.

Firms' performances and conduct toward rival firms, suppliers, and customers under different market structures, including perfect competition and monopoly. The rationale and consequences of antitrust regulation and other public policies. Offered every year.

ECON 4360, Game Theory, 3 hours

Undergraduate prerequisite: ECON 4010.

The theory of games, with examples from economics and social sciences. A focus on non-cooperative games and the classical, rationalistic approach to strategic behavior. Formal models of strategic reasoning are presented, along with classroom experiments and examples.

Offered every year.

ECON 4450/6450. Economic Analysis of Law. 3 hours.

Oasis Title: ECN ANALYSIS OF LAW.

Undergraduate prerequisite: ECON 4010.

An efficiency-based perspective on major areas of the law, including contract, tort, and

nuisance law, which points to the reduction of transactions costs as unifying legal principle. Offered every year.

ECON 4460, Sport Economics, 3 hours

Undergraduate prerequisite: ECON 4010.

Economic analysis of sports teams, leagues, and institutions. Topics include antitrust issues, the alleged cartel of sports leagues, public funding of sports venues, labor relations, player drafts, athlete compensation, wagering markets, and the general application of economic principles to sport settings and events. Offered every year.

ECON 4600/6600. Labor Economics. 3 hours.

Oasis Title: LABOR ECONOMICS.

Undergraduate prerequisite: ECON 4010.

The application of microeconomics to the study of labor markets. The demand for and supply of labor, compensating wage differentials, human capital investment, alternative compensation policies, unions, discrimination, and unemployment.

Non-traditional format: This course is also offered through University System of Georgia Independent Study (USGIS). Offered every year.

ECON 4650/6650. Economics of Organizations & Management. 3 hours.

Oasis Title: ECN OF ORG/MGMT.

Undergraduate prerequisite: ECON 4010.

Decision making within firms and public organizations, using standard microeconomic tools. Transaction costs and the size of the firm, the compensation and motivation of workers, mergers and corporate control, team production, and the theory of bureaucracy. Offered every year.

ECON 4700/6700. Economic History of the United States. 3 hours.

Oasis Title: ECN HIST OF US.

Undergraduate prerequisite: ECON 4010.

Economic analysis is combined with historical narrative to explore the evolution of the United States' economy from its agrarian origins to its current status as an industrialized nation. Basic economic reasoning is used to explain the course, sources, and consequences of United States economic change, with particular emphasis on the twentieth century. Offered every year.

ECON 4710, Topics in History, 3 hours

Undergraduate prerequisite: ECON 4010.

In-depth treatment of particular episodes in economic history, such as the Industrial Revolution and the Great Depression.

Non-traditional format: The course will be taught combining lectures with seminar-style discussions of assigned readings. Offered every year.

ECON(MARK) 4750/6750. Introduction to Econometrics. 3 hours.

Oasis Title: INTRO ECONOMETRICS.

Undergraduate prerequisite: ECON 4010 and (STAT 2000 or MSIT 3000).

Estimation and hypothesis-testing techniques using the linear regression model, with

emphasis on the least-squares estimator and its performance under different statistical assumptions. A hands-on approach, stressing a wide range of empirical applications. Offered every year.

ECON 4850, Special Topics for Economics 3 hours

Prerequisite: ECON 2105 and ECON 2106 and ECON 4010 and (MATH 2200 or MATH 2250).

Intensive study relating to a central theme of special interest in the field of Economics.

Not offered on a regular basis.

Banking & Finance Area of Emphasis

FINA 4000. Money and Capital Markets. 3 hours.

Oasis Title: MONEY & CAP MKTS.

Prerequisite: FINA 3000 and (MSIT 3000 or STAT 3000).

The operations and functions of domestic and international finance markets and institutions. The determinants of bond prices and the level and structure of interest rates. Techniques for measuring and managing risk in financial markets. Offered every year.

FINA 4200. Corporate Finance Theory. 3 hours.

Oasis Title: CORP FIN THEORY.

Prerequisite: FINA 3000 and (MSIT 3000 or STAT 3000).

Development of a framework that is useful for understanding a broad range of important corporate financial decisions. Substantial emphasis will be placed on discussion of the determinants of corporate financing and payout policies, alternative methods of security issuance, and mergers and acquisitions. Offered every year

FINA 4310. Survey of Investments. 3 hours.

Oasis Title: SURVEY OF INVESTMT.

Prerequisite: FINA 3000 and (MSIT 3000 or STAT 3000).

The securities markets, investor objectives, introduction to portfolio theory and the analytical tools of portfolio management, and an examination of investment alternatives. Offered every year.

FINA 4810/6810. International Finance. 3 hours.

Oasis Title: INTL FINANCE.

Undergraduate prerequisite: FINA 3000 and (MSIT 3000 or STAT 3000).

International business decision making emphasizing the effects of internationalized financial and non-financial markets. Exchange rate analysis, hedged costs of funds, economic exposure and management, capital budgeting, financial and corporate strategy, and the evaluation of international risks and returns. Offered every year.

Legal Studies Area of Emphasis

LEGL 4400/6400. Business Law. 3 hours.

Oasis Title: BUSINESS LAW.

Undergraduate prerequisite: LEGL 2700.

Debtor-creditor relations, commercial paper, contracts, securities, agency, partnership, joint ventures, corporations, professional and legal responsibility, sales, secured transactions, bankruptcy. Offered every year.

LEGL 4500/6500. Employment Law. 3 hours.

Oasis Title: EMPLOYMENT LAW.

Laws prohibiting employment discrimination based on race, gender (including sexual harassment), religion, national origin, age, and disability, with an emphasis on avoiding unnecessary liability. Offered every year.

LEGL 4600. Negotiation and Alternative Dispute Resolution Systems. 3 hours.

Oasis Title: NEGOTIATION & ADRS.

Styles of negotiation as a tool used to resolve and reduce conflicts and disputes. Also studied are ADR systems, such as arbitration and mediation. Offered every year.

LEGL 4900/6900. International Legal Transactions for Business. 3 hours.

Oasis Title: INTL LEGAL TRANS.

Undergraduate prerequisite: LEGL 2700.

Study of laws, agreements, and institutions that affect international business transactions with particular emphasis on legal risk in global transactions, including sales contracts, major trade agreements, regulation of imports and exports, anti-trust law, intellectual property rights, labor and employment law, environmental law, as well as cultural, political, and ethical problems related to international legal transactions. Offered every year.

Marketing Area of Emphasis

MARK 4000. Marketing Research for Business Decisions. 3 hours.

Oasis Title: MKT RSRCH BUS DECIS.

Prerequisite: MARK 3000 and (MSIT 3000 or STAT 3000).

The value of marketing research in the context of business decision making. The course first stresses the process of obtaining information, and then emphasizes the use of this information to develop new products, market to specific segments, monitor the business environment, perform competitive analyses, etc. Offered every year.

MARK 4100. Consumer and Organizational Buyer Behavior. 3 hours.

Oasis Title: CONS&ORG BUY BEHAV.

Prerequisite: MARK 3000.

Consumer and organizational buyer behavior processes. Internal and external influences on decision making, as well as similarities and differences between consumer and organizational choice processes. Concepts from economics and the behavioral sciences will be used to help explain purchase and consumption behavior. Offered every year.

MARK 4500. Product and Service Marketing. 3 hours.

Oasis Title: PRDCT SVC MKT.

Prerequisite: MARK 3000.

This course describes product and service options and compares and contrasts how product and service ideas are developed, priced, promoted, branded, and distributed. Offered every year.

MARK 4700. International Marketing. 3 hours.

Oasis Title: INT MARKETING.

Prerequisite: MARK 3000.

The scope and challenge of international marketing. Emphasizes the cultural dimensions of world markets. Marketing variables will be discussed in terms of developing and executing strategies in different countries. Offered every year.

Management Area of Emphasis (starting Fall 2007)

MGMT 4000. Integrated Resource Management. 3 hours.

Oasis Title: INTEGRATED RES MGT.

Not open to students with credit in MGMT 4000H.

Traditional management, total quality management, just-in-time and constraints management philosophies applied to services and manufacturing. Resource management (the integration of these philosophies) focuses on designing, planning, scheduling, executing, controlling, and measuring operations and their relationships with other functions in providing effective business processes to achieve organizational goals.

Non-traditional format: This course is also offered through University System of Georgia Independent Study (USGIS). Offered every year.

MGMT 5400. Strategic Management. 3 hours.

Oasis Title: STRATEGIC MGT.

Not open to students with credit in MGMT 5400H.

Prerequisite: (MGMT 3000 and MARK 3000 and FINA 3000) or permission of department.

The processes by which managers formulate and implement corporate and business strategies in order to achieve the economic and non-economic objectives of their organizations. The course will integrate the students' knowledge of the basic functional disciplines into a general strategic perspective for managing the whole organization.

Offered every year.

MGMT 5440. Business Ethics. 3 hours.

Oasis Title: BUSINESS ETHICS.

Prerequisite: MGMT 3000.

Designed to help students deal with the ethical implications of an increasingly complex business world. Covers methods for analyzing and applying personal values, recognizing organizational and environmental forces that influence ethical behavior, and heightening the student's abilities to recognize ethical issues and engage in effective moral debate in a business setting. Non-traditional format: This course is also offered through University System of Georgia Independent Study (USGIS). Offered every year.

MGMT 5980. Leadership. 3 hours.

Oasis Title: LEADERSHIP.

Prerequisite: MGMT 3000.

This course focuses on managerial leadership. A broad survey of theory, research, and

practice on leadership in formal organizations. The topic of leadership effectiveness is at the core of this class. Case analyses, experiential exercises, and discussions are used to develop the personal and interpersonal skills needed in leadership roles. Offered every year.

Management Information Systems Area of Emphasis (* suggested choices)

Required:

MIST 5780. Globalization and IT 3 hours.

Oasis Title: GLOBAL INFORMATION SYSTEMS

Prerequisite: MIST 2090 or MIST 2190H or CSCI 1100-1100L

The course introduces students to globalization and its linkage with information technology. Topics covered include globalization strategies, cultural and structural issues impacting the development, adoption, and use of IT, offshore sourcing, the digital divide, and e-readiness. Offered every year.

Choose 3 courses from the following:

MIST 4600. Computer Programming in Business. 3 hours.

Oasis Title: COMP PROG IN BUS.

Not open to students with credit in MGMT 4600.

Prerequisite: MIST 2090 or MIST 2190H or CSCI 1100-1100L.

Introduction to computer programming using an object-oriented language; top-down design; structured programming; and debugging, testing and implementation. Offered every year.

MIST 4610. Data Management. 3 hours.

Oasis Title: DATA MANAGEMENT.

Not open to students with credit in MGMT 4610.

Prerequisite: MIST 2090 or MIST 2190H or CSCI 1100-1100L.

Data management, including database development, access, and administration. The focus is on issues and principles of managing organizational data. Students will get extensive experience in developing data models, creating relational databases, and formulating and executing complex queries. Offered every year.

MIST 4620. Systems Analysis and Design. 3 hours.

Oasis Title: SYS ANAL & DESIGN.

Not open to students with credit in MGMT 4620.

Prerequisite: MIST 4600 and MIST 4610.

Prerequisite or corequisite: MIST 4630.

Systems analysis and design with emphasis on the development of business application systems. Methods of system documentation are examined through the use of object-oriented and structured analysis tools and techniques for describing processes, use cases, data structures, system objects, file designs, input and output designs, and program specifications. Offered every year.

MIST 4630. Network-Based Application Development. 3 hours. Repeatable for maximum 3 hours credit.

Oasis Title: NET APP DEV.

Not open to students with credit in MIST 7620.

Prerequisite: MIST 4600 and MIST 4610.

Network-based application development using a current development language and platform. Concepts include application development strategies and techniques, web technology platforms, a web development language and web services. Projects will involve development of a network-based application for an organization. Offered every year.

MIST 5600. Special Topics in Management Information Systems. 3 hours. Repeatable for maximum 9 hours credit.

Oasis Title: SPECIAL TOPICS MIS.

Not open to students with credit in MGMT 5600.

Prerequisite: MIST 4600 and MIST 4610.

The management information systems field evolves rapidly and covers many topic areas. Recent developments in areas such as office automation, data communications, and the implementation of management information systems. Offered every year.

MIST 5620. Business Intelligence. 3 hours.

Oasis Title: BUS INTELLIGENCE.

Not open to students with credit in MGMT 5620.

Prerequisite: MIST 4600 and MIST 4610.

Business intelligence provides the highest level of information support to aid the manager in the decision-making process. This course provides the skills necessary to conceptualize, build, and implement systems utilizing business intelligence in organizations. Limited offerings..

MIST 5630. Building Knowledge-Based Systems. 3 hours.

Oasis Title: BLDG KBS.

Not open to students with credit in MGMT 5630.

Prerequisite: MIST 4600 and MIST 4610.

Provides the student with knowledge engineering skills required to elicit and represent human knowledge, and to build, implement, and maintain knowledge-based systems in organizations. Offered every year.

MIST 5640. Network Management. 3 hours.

Oasis Title: NET MGMT.

Not open to students with credit in MGMT 5640.

Basic computer networking technology concepts, standards, products, services, security, and emerging technologies. This course starts with basic networking, progressing to use of networking to deliver and manage network applications/services. While the focus of the course is around the Internet, the application of the concepts extends to other networks. Limited offerings.

MIST 5650. Integrated Enterprise-Wide Systems. 3 hours.

Oasis Title: ENTERPRISE SYSTEMS.

Prerequisite: MIST 4620.

An introduction to issues of computer information systems supporting business process integration in large organizations. Problems that traditionally fragmented information systems create, the possibility of purchasable enterprise-wide integrated systems (often called Enterprise Resource Planning or ERP systems), and the benefits and difficulties of implementing such systems. Offered every year.

MIST 5670. Managing the Information System Resource. 3 hours. *

Oasis Title: MAN IS RES.

Not open to students with credit in MGMT 5670.

Prerequisite: MIST 4620 or permission of the department.

The issues and management techniques involved in administering the Information System/Resource activities in an organization. The focus is on computer-based resources and IS development activities. Management of IS professionals, development and management of project teams, user-professional relationships, emerging technologies, and planning processes. A sociotechnical perspective is emphasized. Offered every year.

MIST 5690. Web Application Development with PHP. 3 hours.

Oasis Title: WEB APP DEV PHP.

Prerequisite: MIST 4600 and MIST 4610.

Development of database driven Web applications using the PHP scripting language and a database such as MySQL or InterBase. Emphasis is on concepts and techniques required to build multi-tier applications. Offered every year.

MIST 5710. Advanced Business Application Software. 3 hours.

Oasis Title: ADV BUS APP.

Not open to students with credit in MGMT 5700 or MGMT 5710 or MIST 5700.

A variety of types of business application software that enable the student to be personally productive in the workplace by being able to gather data, analyze it, and present it to others. Students are expected to use programming and database skills to carry out these activities.

Offered every year.

MIST 5720. Collaborative Work Systems. 3 hours.

Oasis Title: COLL WRK SYS.

Not open to students with credit in MGMT 5720.

Prerequisite: MIST 4600 and MIST 4610.

People work in groups on common tasks. Collaborative computing, in particular, group support systems (GSS), provides support to groups of people. Organizational and technical concepts, development approaches, technologies, applications, and impacts are discussed. Hands-on experience is provided with several state-of-the-art GSS. Offered every year.

MIST 5730. Advanced Data Management. 3 hours.

Oasis Title: ADVANCED DATA MGMT.

Prerequisite: MIST 4600 and MIST 4610.

SGML, XML and associated technologies, XML implementations, XML tools, XML data

management, business uses and applications of XML, data synchronization technologies, and managing data synchronization system. Offered every year.

MIST 5740. Project Management. 3 hours. *

Oasis Title: PROJECT MANAGEMENT.

Fundamental and practical aspects of project management, especially with regard to leadership and managerial processes and tools essential to successful project completion.

MIST 5750. Business Process Management. 3 hours. *

Oasis Title: BUS PROCESS MGMT.

Modeling business work systems with focus on processes and the information technology (IT) to support business processes. The focus is on using IT to create, automate, and integrate business processes. Major topics covered: modeling work systems, major business processes and their relationships, modeling tools, business process/application integration approaches, creating and managing a business process using business process management software.

Real Estate Area of Emphasis

Required:

REAL 4000. Real Estate. 3 hours.

Oasis Title: REAL ESTATE.

Not open to students with credit in REAL 4000H.

Real estate law, markets, valuation, and finance. Designed for non-real estate majors as well as a basis for more advanced courses. Offered every year.

Choose 2 courses from the following (PLUS 1 course from the Major Elective list)

REAL 5070/7070. Real Estate Development. 3 hours.

Oasis Title: REAL ESTATE DEV.

Undergraduate prerequisite: REAL 4000.

Graduate prerequisite: REAL 7800.

Development process with particular emphasis on analyzing the feasibility of design, location, and construction. Offered every year.

REAL 5080. Principles of Valuation. 3 hours.

Oasis Title: PRINS OF VALUATION.

Prerequisite: REAL 4000.

Valuation of real property rights. Provides an in-depth look at conventional valuation techniques in addition to modern valuation methods based on statistical inference and industry-based computer software. A broad understanding of the role of real estate valuation within the real estate field. Offered every year.

REAL 5090. Real Estate Asset Management. 3 hours.

Oasis Title: REAL EST ASSET MGMT.

Prerequisite: REAL 4000.

Asset management decisions of individuals and corporations engaged in the real estate decision making process. Topics in real estate asset management include site selection, acquisition (lease or purchase), development, financing, management, and disposition. This is an intensive case study course intended for real estate majors. Offered every year.

REAL(FINA) 5100. Real Estate Finance. 3 hours.

Oasis Title: REAL ESTATE FINANCE.

Prerequisite: REAL 4000 or any 4000-level FINA course.

The instruments, techniques, and institutions of real estate finance; sources of funds; mortgage risk analysis: emphasis on typical policies and procedures used in financing of residential, industrial, and commercial properties. Offered every year.

REAL(LEGL) 5200. Real Estate Law. 3 hours.

Oasis Title: REAL ESTATE LAW.

Prerequisite: REAL 4000.

How law impacts real estate, its ownership, conveyance, and development. Real property ownership interests, restrictions on such interest, methods of transferring such interest, private and public land-use controls, and legal transactions involving real estate, such as gifts, sales, and leases. Offered every year.

Insurance Area of Emphasis

Required:

RMIN 4000. Risk Management and Insurance. 3 hours.

Oasis Title: RISK MAN/INSURANCE.

Risk identification, risk evaluation, and risk treatment methods. Consideration is given to both business and personal risks, with an emphasis on insurance as a risk management tool. Designed for non-majors as well as a basis for more advanced courses. Offered every year.

Choose 2 courses from the following (PLUS 1 course from the Major Elective list)

RMIN 5100. Commercial Property and Liability Insurance. 3 hours.

Oasis Title: COM PROP & LIAB INS.

Prerequisite: RMIN 4000.

Property and liability risks and the effective management of these risks with insurance. Application of property insurance to pure risk exposures including direct and indirect property. Application of liability insurance to general business liability and catastrophic liability risks. Current topics in the field of commercial property and liability insurance. Group case study. Offered every year.

RMIN 5110. Employee Benefits. 3 hours.

Oasis Title: EMPLOYEE BENEFITS.

Prerequisite: RMIN 4000.

Approaches to problems of employee security from the perspective of businesses. Topics include pensions, profit-sharing plans, 401(k) plans, group life and health plans, and flexible benefit programs. Offered every year.

RMIN 5510. Life Insurance. 3 hours.

Oasis Title: LIFE INSURANCE.

Prerequisite: RMIN 4000.

Individual life, health, and annuity contracts within a financial planning context. Offered every year.

RMIN 5530/7530. Advanced Property Insurance. 3 hours.

Oasis Title: ADV PROPERTY INS.

Undergraduate prerequisite: RMIN 5100 or permission of department.

Property risks facing businesses and the effective management of these risks with insurance. Practical application of property insurance to pure risk exposures, including direct and indirect property, inland marine, crime, boiler and machinery, and catastrophic property risks. Offered every year.

RMIN 5540/7540. Advanced Liability Insurance. 3 hours.

Oasis Title: ADV LIABILITY INS.

Undergraduate prerequisite: RMIN 5100 or permission of department.

Liability risks facing businesses and the effective management of these risks with insurance. Practical application of liability insurance to pure risk exposures, including motor vehicle liability, professional and general liability, environmental liability, employment practices and workers' compensation, and fiduciary liability. Offered every year.

RMIN 5570. Insurer Operations and Policy. 3 hours.

Oasis Title: INSURER OPER & POL.

Prerequisite: RMIN 4000.

Analysis of insurer operations and the issues facing managers of such operations. Topics covered include regulation, accounting, finance, marketing, underwriting, reinsurance, ratemaking, and claims. Offered every year.

RMIN 5950. Corporate Risk Management. 3 hours.

Oasis Title: CORP RISK MGMT.

Prerequisite: RMIN 5100.

The operational and financial risks faced by firms and the study of various methods of handling these risks, including loss prevention, risk retention, self-insurance, corporate insurance programs, and capital markets. Offered every year.

Major Elective Course Options

MARK 4700. International Marketing. 3 hours.

Oasis Title: INT MARKETING.

Prerequisite: MARK 3000.

The scope and challenge of international marketing. Emphasizes the cultural dimensions of world markets. Marketing variables will be discussed in terms of developing and executing strategies in different countries. Offered every year.

INTB 4800. Internship and/or Cooperative Education in International Business. 1-9 hours. Repeatable for maximum 9 hours credit.

Oasis Title: INTERN/CO-OP IN IB.

Prerequisite: Permission of department.

Internship or studies abroad program in the field of international business.

Non-traditional format: This course is designated as an internship and does not meet formally. Offered every year.

FINA 4810/6810. International Finance. 3 hours.

Oasis Title: INTL FINANCE.

Undergraduate prerequisite: FINA 3000 and (MSIT 3000 or STAT 3000).

International business decision making emphasizing the effects of internationalized financial and non-financial markets. Exchange rate analysis, hedged costs of funds, economic exposure and management, capital budgeting, financial and corporate strategy, and the evaluation of international risks and returns. Offered every year.

LEGL 4900/6900. International Legal Transactions for Business. 3 hours.

Oasis Title: INTL LEGAL TRANS.

Undergraduate prerequisite: LEGL 2700.

Study of laws, agreements, and institutions that affect international business transactions with particular emphasis on legal risk in global transactions, including sales contracts, major trade agreements, regulation of imports and exports, anti-trust law, intellectual property rights, labor and employment law, environmental law, as well as cultural, political, and ethical problems related to international legal transactions. Offered every year.

INTB 5100/7100. Special Topics in International Business. 1-3 hours. Repeatable for maximum 9 hours credit.

Oasis Title: SPCL TOPICS INTB.

Not open to students with credit in INTB 4800 or INTB 5000.

Undergraduate prerequisite: Permission of department.

Advanced study, reading, and/or research under the direction of a Terry College faculty member.

Non-traditional format: Advanced study, readings, and/or research done independently of a regularly scheduled class. Offered fall, spring, and summer semesters every year.

MIST 5780. Globalization and IT 3 hours.

Oasis Title: GLOBAL INFORMATION SYSTEMS

Prerequisite: MIST 2090 or MIST 2190H or CSCI 1100-1100L

The course introduces students to globalization and its linkage with information technology. Topics covered include globalization strategies, cultural and structural issues impacting the development, adoption, and use of IT, offshore sourcing, the digital divide, and e-readiness. Offered every year.