



# College of Business and Public Affairs

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The fields of business and public affairs offer excellent employment opportunities. New research findings, technological breakthroughs, and changing economic conditions offer challenges that can be prepared for through the undergraduate and graduate programs of the College of Business and Public Affairs.

Murray State University began programs in business and public affairs in 1935. The strong demand for men and women with such preparation has resulted in a steady expansion in course offerings, enrollment, equipment and faculty.

Today, the College of Business and Public Affairs is organized into six departments: Accounting; Computer Science and Information Systems; Economics and Finance; Journalism and Mass Communications; Management, Marketing and Business Administration; and Organizational Communication. Each department offers viable programs of study at both the undergraduate and graduate levels designed to educate leaders for many kinds of endeavors, both private and public.

The college also houses the West Kentucky Small Business Development Center, the Center for Economic Education, the Bureau of Business and Economic Research, TV-11, the Journal of Business and Public Affairs, the Coordinator of the Regensburg (Germany) Program, the MSU News, and the MSU Shield.

## AACSB and ACEJMC Accreditation

All the undergraduate Bachelor of Arts in Business (B.A.B.) and Bachelor of Science in Business (B.S.B.) area programs plus the major in business administration as well as the Master of Business Administration (M.B.A.) offered by the College of Business and Public Affairs are accredited by the AACSB-International—The Association to Advance Collegiate Schools of Business. In accordance with AACSB guidelines, at least 50 per cent of the business credit hours required in accredited programs must be earned through Murray State. In addition, all undergraduate programs in the Department of Journalism and Mass Communications are accredited by the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC).

## Careers

Challenging and rewarding career opportunities exist today for university-educated men and women capable of assuming positions in administration and supporting professions. The educational programs in the College of Business and Public Affairs prepare students for positions in business firms, governmental agencies and nonprofit organizations.

Employment recruiters regularly visit Murray State for the purpose of interviewing business and public affairs graduates. The university's Career Services Office assists both graduates and employers.

## Vision

Our vision is to actively engage students and faculty in the discovery and application of knowledge in a student-centered learning environment.

## Mission

The College prepares students for careers in the continuously changing professional environments of business, information technology, public and private organizations, public administration, and mass communications. The College strives for excellence by:

- providing students with quality undergraduate and graduate degree programs embodied in responsive curricula and innovative learning environments;
- engaging students in the acquisition of fundamental knowledge, the mastery of professional skills (including oral and written communication, problem solving and critical thinking), and the application of knowledge and skills to emerging issues, technologies, and professional practices;
- encouraging students in intellectual and social development by providing a high degree of student and faculty interaction both inside and outside the classroom (including international experiences), cultivating leadership, and developing an appreciation for ethical issues and diversity in the global market place; and
- maintaining a professional atmosphere conducive to innovative, motivated faculty engaged in relevant research and actively involved in public, professional, and institutional service.

## Undergraduate Programs

Students pursue their particular interests by selecting one of the area programs or one of the major programs offered within the college. Area programs are offered in accounting, accounting and information systems, business administration, computer information systems, finance, international business, management, marketing, and telecommunications systems management. Major programs are offered in advertising, business administration, computer science, economics, journalism, organizational communication, public relations and radio-television.

Several of the college's area and major programs provide excellent preparation for students considering a career in law. Pre-law students opting to major in economics are advised by faculty in the Department of Economics and Finance.

A student pursuing a major or area program within another college at Murray State may pursue a second area, a major, or a minor in the College of Business and Public Affairs.

No student pursuing a minor in an accredited business program, with the exception of office systems, may major in Business Administration.

## College of Business and Public Affairs

Also, two-year associate of arts degree programs are offered in business administration, office systems, and telecommunications systems management.

### Undergraduate University Studies Requirements

The college's area business programs and one of the major programs, business administration, must follow the Bachelor of Arts in Business (B.A.B.) or the Bachelor of Science in Business (B.S.B.) University Studies requirements. The college's other area and major programs—advertising, computer science, economics, journalism, organizational communication, public relations, radio-television, and telecommunications systems management—follow the university bachelor of arts or bachelor of science University Studies requirements. See Chapter 4, Academic Programs, University Studies Requirements.

### Entrance Standards for Business Programs

During the second semester of the sophomore year students must contact their advisor to initiate admission to one of the AACSB accredited business programs. Students seeking admission to upper-division courses who have not completed 60 semester hours or all of the required pre-admission course work will be allowed to pre-register for upper-division courses if they satisfy the minimum grade point average requirements at the time of application and if they are concurrently enrolled in the courses necessary to complete the pre-admission requirements. Failure to meet all requirements for admission will result in denial of admission to the college; students denied admission will not be admitted to upper-division classes. Students may appeal to an appeals committee. The admission standards are as follows:

1) applicant must have completed a minimum of 60 semester hours;

2) applicant must have completed the following pre-admission courses with a combined GPA of 2.25:

ACC 200 and ACC 201

(ACC or ACC/CIS majors must have a minimum grade of C in each course.)

BPA 215

CIS 243 (with a minimum grade of C)

CSC 199

ECO 230 and ECO 231

MAT 140

3) applicant must have completed the following courses:

ENG 101 and ENG 102 (with a minimum grade of C)

CIV 101 and CIV 102

HUM 211

MAT 220

4) applicant must have a minimum overall GPA of 2.00.

**Enrollment in business courses numbered 300 or above will be limited to:** 1) business program students admitted to the college's accredited programs; 2) non-business students who have junior standing and are enrolled in specific programs or minors requiring business courses; and 3) other students or classifications of students with the specific permission of the department offering the course.

Immediately following formal admission, the student must declare an area of concentration, major, or minor and be assigned an academic advisor accordingly.

### Exceptions

Students who are not admitted because of a low GPA or failure to successfully complete a required course will be allowed to reapply after the deficiency has been corrected.

In unusual circumstances admission may be granted when personal, professional, academic or intellectual circumstances tend

to contradict low academic scores, if there is other persuasive evidence regarding both the motivation and capability to successfully pursue upper-division study.

Any student not admitted can appeal the decision to a collegiate review committee.

### Core Requirements

All eight area business programs within the college plus the major in business administration require the business core requirements listed below. These requirements must be completed by any student who takes more than 25 percent of his/her course work in business. Business includes the following eight prefixes: ACC, BPA, CIS, FIN, MGT, MKT, OSY, RES and LST 240 and 540.

#### Business Core Requirements

ACC 200	Principles of Financial Accounting <sup>1</sup>	3
ACC 201	Principles of Managerial Accounting <sup>1</sup>	3
BPA 215	Business Communication	3
BPA 355	Information Systems and Decision Making <sup>2,3</sup>	3
BPA 442	Business Ethics and Environments	3
FIN 330	Principles of Finance	3
LST 240	Legal Environment of Business	3
MGT 350	Fundamentals of Management	3
MGT 443	Management of Operations and Technology	3
MGT 590	Strategic Management	3
MKT 360	Principles of Marketing	3
<b>Total</b>		<b>33 hrs</b>

<sup>1</sup>Students pursuing an AREA in accounting must have a grade of C or better.

<sup>2</sup>Students pursuing an AREA in accounting or accounting and information systems **must take** ACC 308 in lieu of BPA 355.

<sup>3</sup>Students pursuing an AREA in computer information systems **must take** CIS 307 in lieu of BPA 355.

Additional requirements for B.A.B. and B.S.B. students are specified in Chapter 4, University Studies Requirements.

### Business Electives

Courses with the following prefixes may be selected as "business electives" for programs in the College of Business and Public Affairs and elsewhere in the university, except where noted otherwise: ACC, BPA, CIS, ECO, FIN, MGT, MKT, OSY, and RES. COM 387, COM 481, JMC 391, JMC 394, LST 240, LST 540, and POL 542 are also acceptable. ECO 140, ECO 190, ECO 200, MGT 250, or MKT 260 do not apply toward business or economics major, minor or area requirements. In most cases selections must be approved by an advisor.

### Double Areas, Majors, or Minors

Courses completed in fulfillment of the requirements for one area, major or minor cannot also be applied to the requirements of another area, major or minor.

### Graduate Programs

Graduate programs leading to the Master of Business Administration (M.B.A.), Master of Professional Accountancy (M.P.Ac.), Master of Arts (M.A.) and/or Master of Science (M.S.) degrees in economics, mass communications, and organizational communication are available through the college. A joint Master of Science in Telecommunications Systems Management is offered between the College of Business and Public Affairs and the College of Science, Engineering and Technology. In addition a master of arts in education with an emphasis in business education is available through the College of Education. For detailed information concerning graduate degree programs, refer to the *Graduate Bulletin*.

The M.B.A. program is accredited by AACSB-International—The Association to Advance Collegiate Schools of Business.

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**AREA:**  
**International Business**

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**Bachelor of Arts in Business/Bachelor of Science in Business Degree**  
**CIP 52.1101**

ACCREDITED BY:  
AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 61-65 hrs**  
(see Chapter 4, University Studies Requirements)

**Note: Students pursuing the B.S.B. degree MUST complete four semesters of college study of a single foreign language (exclusive of 105) or demonstrate equivalent proficiency.**

**Business Core Requirements ..... 33 hrs**  
(see Core Requirements at beginning of this chapter)

**Required Courses ..... 21 hrs**  
ECO 315 Comparative Economic Systems  
*or*  
ECO 410 Economic Development  
FIN 461 International Financial Management  
GSC 110 World Geography  
MGT 557 International Management  
MKT 568 Global Marketing Management  
BPA 515 Communicating in the International Business Environment  
POL 252 Contemporary Political Systems  
*or*  
POL 250 Introduction to International Relations

**Unrestricted Electives ..... 2-5 hrs**  
Bachelor of Arts in Business (2 hrs)  
Bachelor of Science in Business (5 hrs)

**Total Curriculum Requirements ..... 120 hrs**

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**Telecommunications Systems Management**

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Telecommunications systems are networks of leading-edge technologies such as fiber optic systems, satellites, wireless, telephony, and cable, which are connected to computers that allow organizations and individuals throughout business and industry to communicate instantaneously around the world. Telecommunications systems provide the architectural structure for such activities as electronic commerce, electronic banking, video conferencing, distance learning, telemedicine, data interchange, on-demand video, and a host of other traditional and new uses for business and industry.

The baccalaureate program provides students specialization options within the curriculum. Students in the baccalaureate program will have the insight and ability to function in all areas of Telecommunications Systems Management (TSM) but will

choose a program option that will support the aspect of management which interests them most - the physical system and its components, the software that drives the system, or the business structure and operations that depend on the system. In addition, they will be prepared to move on to the Master of Science in Telecommunications Systems Management if they so choose.

The Associate of Applied Science and the Bachelor of Science degrees in Telecommunications Systems Management are interdisciplinary programs drawing upon the strengths of the College of Business and Public Affairs and the College of Science, Engineering and Technology. These programs which are jointly administered by the two colleges provide students a unique opportunity to develop both technical expertise and management expertise in this dynamic field.

*Due to the dynamic nature of the field of telecommunications, new courses may be developed that may require substitution for existing courses in the program.*

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**AREA:**  
**Telecommunications Systems Management**

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**Bachelor of Science**  
**CIP 11.0401**

**University Studies Requirements ..... 46 hrs**  
(see Chapter 4, University Studies Requirements)

University Studies selections must include:

- Communication and Basic Skills:*  
COM 161 Introduction to Public Speaking
- Science and Mathematics:*  
MAT 135 Introduction to Probability and Statistics  
MAT 140 College Algebra  
PHY 125 Brief Introductory Physics  
PHY 126 Brief Introductory Physics Laboratory
- Social Sciences:*  
ECO 231 Principles of Microeconomics
- University Studies Electives:*  
CSC 199 Introduction to Information Technology

**Required Courses ..... 58 hrs**  
ACC 200 Principles of Financial Accounting  
ACC 201 Principles of Managerial Accounting  
CIS 307 Decision Support Technologies  
CIS 317 Principles of Information Systems Analysis and Design  
CSC 101 Introduction to Problem Solving Using Computers  
ECO 335 Economics and Public Policy of Telecommunications Industry  
FIN 330 Principles of Finance  
MGT 350 Fundamentals of Management  
MKT 360 Principles of Marketing  
TSM 099 Freshman Orientation  
TSM 121 Telecommunications Electronics Principles  
TSM 133 Telecommunications Technology and Methods  
TSM 232 Network Operating Systems  
TSM 233 Network Services  
TSM 241 Networking Fundamentals  
TSM 320 Introduction to Wireless Technology  
TSM 343 Protocol Analysis  
TSM 411 Network Design, Operations and Management  
TSM 443 Telephone Technology  
TSM 488 Cooperative Education/Internship<sup>1</sup>

## College of Business and Public Affairs

### Selected Emphasis ..... 24 hrs

Choose *any* of the methods of completion below:

- 1) Select specific classes;
- 2) Select one or more complete emphasis areas;
- 3) Select approved electives to total 24 hours.

**Note:** When selecting courses for an area of emphasis or as an elective, a maximum of nine hours may be selected from courses with a business prefix including: ACC, BPA, CIS, FIN, MGT, MKT, or OSY. Adherence to course prerequisites is critical.

#### *Wireless Communications Electronics*

- TSM 321 Wireless Communications
- TSM 322 Wireless Communications II
- TSM 421 Mobile Satellite Communications

#### *Network Security*

- TSM 351 Principles of Information Security
- TSM 352 System Security
- TSM 353 Network Security
- TSM 441 Advanced Information Security

#### *System Administration*

- CSC 310 Database Administration
- CSC 360 Scripting Languages
- CIS 545 Enterprise Resource Planning
- TSM 530 Systems Planning

#### *Approved Electives*

- MGT 358 Entrepreneurial Business Plan Development
- MGT 443 Management of Operations and Technology
- MKT 475 Marketing Strategies in E-Commerce
- TSM 440 Information Assurance Policy and Management
- TSM 444 Wide Area Networks

### Total Curriculum Requirements ..... 128 hrs

<sup>1</sup>Maximum of three hours Internship or Cooperative Education counts toward a degree.

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## ASSOCIATE:

### Telecommunications Systems Management

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#### Associate of Applied Science Degree CIP 11. 0401

### University Studies Requirements ..... 24 hrs (see Chapter 4, University Studies Requirements)

University Studies selections must include:

•*Science and Mathematics:*

- MAT 140 College Algebra
- PHY 125 Brief Introductory Physics
- PHY 126 Brief Introductory Physics Laboratory

•*Social Sciences:*

- ECO 231 Principles of Microeconomics

•*University Studies Electives:*

- COM 161 Introduction to Public Speaking

### Required Courses ..... 31 hrs

- ACC 200 Principles of Financial Accounting
- CSC 101 Introduction to Problem Solving Using Computers
- ECO 335 Economics and Public Policy of Telecommunications Industry

- TSM 099 Freshman Orientation
- TSM 121 Telecommunications Electronics Principles
- TSM 133 Telecommunications Technology and Methods
- TSM 232 Operating Systems
- TSM 233 Network Services
- TSM 241 Network Essentials and Hardware
- TSM 320 Introduction to Wireless Technology
- TSM 343 Protocol Analysis

### Electives ..... 9 hrs

### Total Curriculum Requirements ..... 64 hrs

### Telecommunications Systems Minor ..... 21 hrs

TSM 133, 232, 233, and 241. Nine hours of advisor approved electives. Six hours must be 300- or 400-level courses completed in residence at Murray State University.

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## Department of Accounting

351 Business Building  
270-809-4193  
acc@murraystate.edu

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**Chair:** Don Chamberlain. **Faculty:** Carpenter, Chamberlain, Driver, Grossman, Johnson, Miller, Rudolph, Seay, Stambaugh, Tervo.

### Mission Statement

The Department of Accounting is committed to providing an excellent accounting education that enables graduates to compete effectively in an accounting or related business environment. Our goal is to provide high quality accounting instruction that encourages both accounting students and non-accounting majors to appreciate, understand and use accounting information.

To achieve our goal, the department 1) offers responsive and innovative high quality accounting programs that foster student learning, bridge the gap between academia and business, and produce outstanding accounting graduates at both the undergraduate and graduate levels, 2) provides high quality accounting instruction that is contemporary, innovative, and responsive to student needs, and that instills the accounting knowledge, skills and competencies needed for successful careers, and 3) identifies, accumulates, and disseminates relevant accounting knowledge with a professional faculty through superior teaching, appropriate intellectual contributions, professional interaction, and university and community service.

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The student specializing in accounting at Murray State is provided with a broad educational background during four years of study at the university. The first two years include University Studies courses which are oriented toward providing the student with a broad general education. The junior and senior years consist of technical and specialized courses in the area of accounting, complemented by supporting courses in management, statistics, computing technology, marketing, economics, law and finance. These upper-division courses provide the student with a strong business background and an in-depth study of the field of accounting. The Department of Accounting offers an area program in accounting, with options available in information systems, finance, and financial planning. A minor in accounting is also available.

Students completing an area in accounting at Murray State meet the educational requirements to sit for the Certified Management Accountant (CMA), Certified Financial Manager (CFM), and Certified Internal Auditor (CIA) examinations. Many states require 150 semester hours to sit for the Certified Public Accountant (CPA) examination. The department offers a Master of Professional Accountancy (MPAc) degree and an MBA with the accounting option to help students meet the 150 hour requirement. The MPAc may be earned in a 150 hour dual-degree program or in a 30 semester hour graduate program (excluding foundation and prerequisite courses) beyond any undergraduate degree.

Accounting professionals are among the principal information specialists in the global economy. They work in public accounting, private industry, and government. An understanding of information systems and technology qualifies accountants to play critical roles as top-level decision makers, financial planners, and consultants, especially in today's e-business environments.

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**AREA:  
Accounting**

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**Bachelor of Arts in Business/Bachelor of Science in Business Degree  
CIP 52.0301**

ACCREDITED BY:  
AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
(see Chapter 4, University Studies Requirements)

**Business Core Requirements<sup>1</sup> ..... 33 hrs**  
(see Core Requirements at beginning of this chapter)

**Required Courses ..... 23 hrs**  
ACC 202 Accounting Applications Laboratory<sup>2</sup>  
ACC 300 Intermediate Accounting I  
ACC 301 Intermediate Accounting II  
ACC 302 Federal Income Tax  
ACC 303 Cost Accounting  
ACC 506 Principles of Auditing and Assurance Services  
ACC 507 Professional Issues  
ACC 509 Accounting Theory  
*and one of the following:*  
ACC 500 Advanced Accounting  
ACC 501 Accounting for Governmental and Nonprofit Entities  
ACC 502 Advanced Income Tax  
ACC 503 Advanced Cost Accounting  
ACC 586 International Experience in Accounting<sup>3</sup>

**Business Electives ..... 0-6 hrs**  
(Restricted to upper division courses.)

**Note:** ACC 304, 489, 490, and BPA 355 will not count as business electives. Also, students must have a cumulative grade point average of 2.00 or higher in all 300 level and above accounting courses to meet graduation requirements.

**Total Curriculum Requirements ..... 120-121 hrs**  
<sup>1</sup>ACC 308 must be taken instead of BPA 355.  
<sup>2</sup>Requires a grade of C or better.  
<sup>3</sup>Students completing both an undergraduate and a graduate degree in accounting may take only one international experience course for credit toward graduation.

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**AREA:  
Accounting/Information Systems Option**

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**Bachelor of Arts in Business/Bachelor of Science in Business Degree  
CIP 52.0301**

ACCREDITED BY:  
AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
(see Chapter 4, University Studies Requirements)

**Business Core Requirements<sup>1</sup> ..... 33 hrs**  
(see Core Requirements at beginning of this chapter)

**Required Courses ..... 30 hrs**  
ACC 202 Accounting Applications Laboratory  
ACC 300 Intermediate Accounting I  
ACC 301 Intermediate Accounting II  
ACC 302 Federal Income Tax  
ACC 303 Cost Accounting  
ACC 506 Principles of Auditing and Assurance Services  
ACC 507 Professional Issues  
ACC 509 Accounting Theory  
CIS 317 Principles of Information Systems Analysis and Design  
CSC 101 Introduction to Problem Solving Using Computers  
CSC 232 Visual Basic Programming I

**Required Limited Electives ..... 3 hrs**  
*Choose one of the following:*  
CSC 125 Internet and Web Page Design  
CSC 260 Application Program Development-COBOL I  
CSC 332 Visual Basic Programming II  
FIN 421 Financial Models  
GSC 521 Geographic Information Systems  
MKT 475 Marketing Strategies for E-Commerce

**Note:** Students must have a cumulative grade point average of 2.00 or higher in all 300-level and above accounting courses to meet graduation requirements.

**Total Curriculum Requirements ..... 124-131 hrs<sup>2</sup>**  
<sup>1</sup>ACC 308 must be taken instead of BPA 355.  
<sup>2</sup>Students completing both an undergraduate and a graduate degree in accounting may take only one international experience course for credit toward graduation.

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**AREA:  
Accounting/Finance Option**

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**Bachelor of Arts in Business/Bachelor of Science in Business Degree  
CIP 52.0301**

ACCREDITED BY:  
AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
(see Chapter 4, University Studies Requirements)

## College of Business and Public Affairs

**Business Core Requirements<sup>1</sup>** ..... 33 hrs  
(see Core Requirements at beginning of this chapter)

**Required Courses** ..... 23 hrs  
ACC 202 Accounting Applications Laboratory  
ACC 300 Intermediate Accounting I  
ACC 301 Intermediate Accounting II  
ACC 302 Federal Income Tax  
ACC 303 Cost Accounting  
ACC 506 Principles of Auditing and Assurance Services  
ACC 507 Professional Issues  
ACC 509 Accounting Theory  
FIN 332 Financial Management

**Required Limited Electives** ..... 9 hrs  
ACC/FIN elective (3 hrs)<sup>2</sup>  
FIN electives (6 hrs)

**Note:** ACC electives must be 500 or above. FIN electives must be 300 or above excluding FIN 488, 489, 505, and 595. Students must have a cumulative grade point average of 2.00 or higher in all 300-level and above accounting courses to meet graduation requirements.

**Total Curriculum Requirements** ..... 123-130 hrs<sup>3</sup>

<sup>1</sup>ACC 308 must be taken instead of BPA 355.

<sup>2</sup>Dual-degree MPAC students must take an accounting elective.

<sup>3</sup>Students completing both an undergraduate and a graduate degree in accounting may take only one international experience course for credit toward graduation.

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### AREA:

#### Accounting/Financial Planning Option

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**Bachelor of Arts in Business/Bachelor of Science in  
Business Degree  
CIP 52.0301**

ACCREDITED BY:  
AACSB-International—The Association to Advance  
Collegiate Schools of Business

**University Studies Requirements** ..... 58-65 hrs  
(see Chapter 4, University Studies Requirements)

**Business Core Requirements<sup>1</sup>** ..... 33 hrs  
(see Core Requirements at beginning of this chapter)

**Required Courses** ..... 32 hrs  
ACC 202 Accounting Applications Laboratory  
ACC 300 Intermediate Accounting I  
ACC 301 Intermediate Accounting II  
ACC 302 Federal Income Tax  
ACC 303 Cost Accounting  
ACC 506 Principles of Auditing and Assurance Services  
ACC 507 Professional Issues  
ACC 509 Accounting Theory  
FIN 331 Principles of Insurance  
FIN 333 Principles of Investment  
FIN 336 Employee Benefits and Retirements  
FIN 338 Estate Planning

**Note:** Students must have a cumulative grade point average of 2.00 or higher in all 300-level and above accounting courses to meet graduation requirements.

**Total Curriculum Requirements** ..... 123-130 hrs<sup>2</sup>

<sup>1</sup>ACC 308 must be taken instead of BPA 355.

<sup>2</sup>Students completing both an undergraduate and a graduate degree in accounting may take only one international experience course for credit toward graduation.

**Accounting Minor** ..... 22 hrs

ACC 200, 201, 202, 300 and nine hours of upper-level accounting courses, and a three-hour business elective. Six hours must be upper-level courses completed in residence at Murray State University. NOTE: ACC 304, 489, and 490 will not count toward this minor. Accounting courses cannot be used toward this minor and also in another business program. Students pursuing more than one degree option in business must substitute other business or accounting courses (approved by Accounting Department chair) for ACC 200 and 201 or any other common courses. Students must have a cumulative grade point average of 2.00 or higher in all 300 level and above accounting courses to meet graduation requirements.

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## DUAL DEGREE PROGRAM

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### Master of Professional Accountancy

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**CIP 52.0301**

#### NON-THESIS TRACK ONLY

**University Studies Requirements** ..... 58-65 hrs  
(see Chapter 4, University Studies Requirements)

**Business Core Requirements<sup>1</sup>** ..... 33 hrs  
(see Core Requirements at beginning of this chapter)

**Required Courses** ..... 17 hrs

ACC 202 Accounting Applications Laboratory  
ACC 300 Intermediate Accounting I  
ACC 301 Intermediate Accounting II  
ACC 302 Federal Income Tax  
ACC 303 Cost Accounting  
ACC 507 Professional Issues  
ACC elective (Restricted to upper-level courses except ACC 304, 489, 490, and BPA 355. See earlier listing of Business Electives.)

#### Business Electives

•**Area in Accounting** ..... 6-12<sup>2</sup>  
(Restricted to upper level courses except ACC 304, 489, 490 and BPA 355. See listing on page 56.)

•**Area in Accounting/Finance Option** ..... 12

FIN 332 Financial Management  
FIN electives (300 level or above) (6 hrs)<sup>3</sup>  
Business Electives (3 hrs) (Restricted to upper-level courses except BPA 355. See earlier listing of Business Electives.)

•**Area in Accounting/Financial Planning Option** ..... 12

FIN 331 Principles of Insurance  
FIN 333 Principles of Investment  
FIN 336 Employee Benefits and Retirements  
FIN 338 Estate Planning

•Area in Accounting/Information Systems Option ..... 13

- CSC 101 Introduction to Problem Solving Using Computers
- CSC 232 Visual Basic Programming I
- CIS 317 Principles of Information Systems Analysis and Design

Choose one of the following:

- CSC 125 Internet and Web Page Design
- CSC 260 Application Program Development in COBOL I
- CSC 332 Visual Basic Programming II
- FIN 421 Financial Models
- GSC 521 Geographic Information Systems
- MKT 475 Marketing Strategies for E-Commerce

**Note:** Students must have a cumulative grade point average of 2.00 or higher in all 300-level and above accounting courses to meet graduation requirements.

**Total Undergraduate Requirements ..... 120-128 hrs**

**Required Graduate Courses ..... 15 hrs**

- ACC 506 Principles of Auditing and Assurance Services
- ACC 509 Accounting Theory
- ACC 606 Auditing Theory and Practice
- ACC 608 Seminar in Accounting Information Systems
- ACC 609 Issues in Corporate Financial Reporting

**Graduate Electives ..... 15 hrs**

One graduate elective (3 hrs) must be an ACC course and the remainder must be 600-level courses that are selected based on career objectives and are approved by the MPAC coordinator. Courses must meet AACSB accreditation guidelines and include a minimum of six hours in business.

**Total Graduate Requirements ..... 30 hrs**

**Total Curriculum Requirements ..... 150-158 hrs<sup>4,5</sup>**

<sup>1</sup>ACC 308 must be taken instead of BPA 355.

<sup>2</sup>B.A.B. requires 6 hours; B.S.B. requires 12 hours.

<sup>3</sup>FIN 488, 489, 505, and 595 will not count as electives.

<sup>4</sup>Students completing both an undergraduate and a graduate degree in accounting may take only one international experience course for credit toward graduation.

<sup>5</sup>Students may only count ACC 488 or ACC 644 toward credit for graduation.

**Admission and Other Degree Requirements**

Candidates are encouraged to apply for admission into the 150 semester hour dual-degree program during their first semester immediately after achievement of junior standing. If accepted into the dual-degree program, students must also apply for admission to graduate status before they will be allowed to register for graduate courses. Graduate tuition and fees will be charged for all courses taken from that admission date forward. **A decision to withdraw from the dual-degree program will result in the loss of graduate credit.** Candidates may also apply for admission into the 30 semester hour MPAC program upon completion of an undergraduate degree. Admission requirements are the same as for the MBA degree.

To receive the degrees in the dual-degree program, a candidate must earn a minimum grade point average of 2.00 on all undergraduate coursework, a 2.00 on all upper-division accounting coursework, and a 3.00 on all graduate coursework.

A candidate who chooses to complete the MPAC degree after earning an undergraduate degree must earn a minimum grade point average of 3.00 on the 30 hours of graduate coursework that is specified in the dual-degree program.

**Department of Computer Science  
and Information Systems**

652 Business Building  
270-809-2094  
csis@murraystate.edu

**Chair:** Victor Raj. **Faculty:** Antony, Batts, Bowman, Chen, Lyle, Pilgrim, Raj, Rice, Singh, Smith, Sutrick, Wilson.

According to the Bureau of Labor Statistics (www.bls.gov), three of the top 10 fastest growing disciplines during this decade (2004-2014) are computer related fields. The Department of Computer Science and Information Systems offers programs of study that help meet this demand. The fact that our graduates are successfully placed in well-paying career tracks is another testament to this statistic. It is not unusual for our graduates to have the luxury of choosing from several offers and picking their place of employment.

Students may choose from two baccalaureate degree programs: computer science or computer information systems. For those seeking just a taste of this discipline, we also offer minors in computer information systems and computer science.

Those pursuing the area in computer information systems are well prepared for a variety of careers in business and industry. As this program provides a strong foundation in business with an equally strong immersion in the technology that drives modern businesses, typical career paths include management of people, assets and technologies. They are also equipped with a skill set that makes them effective communicators between the technology in all its complexity and the user who needs the technology to operate efficiently. Students earn a Bachelor of Science or Bachelor of Arts in Business (B.S.B. or B.A.B.). This program is amenable to a 2+2 format where the first two years are completed at a local community college. Please contact the department for specifics.

Students pursuing a major (or area) in computer science may choose to specialize in “*threads of emphasis*”. In the beginning of their third year, students are required to pick one of four *threads* – graphics and visual computing, net-centric computing, embedded system programming, or applications programming – and develop their expertise in the form of project enhancements as they learn new concepts in various classes. By their senior year they have a substantial software product worthy of two years’ focused effort. This gives our students an opportunity to put into practice the theoretical constructs developed in the classroom. For those electing to go with a *major*, we require them to broaden their horizons by selecting a minor program of study, such as math, business, art, or telecommunications. The *area* in computer science has the same number of credits as the major. The remaining hours are courses chosen from multiple disciplines with the approval of his/her advisor.

The faculty is drawn from both academia and industry and is well-equipped to prepare students for careers that could span several decades. They are also nationally recognized for their research in a wide variety of areas from learning styles and knowledge management to robotics.

The department provides access to modern well-equipped computer laboratories with an extensive collection of state-of-the-art software to provide a rich practical experience with the latest in computer hardware and software. The learning environment and curricula are structured to give the student the theoretical background and practical experience necessary to successfully pursue a variety of professional and technical careers in the dynamic and rapidly changing computing fields.

## College of Business and Public Affairs

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### AREA:

### Computer Information Systems

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#### Bachelor of Arts in Business/Bachelor of Science in Business Degree CIP 52.1201

#### ACCREDITED BY:

AACSB-International—The Association to Advance Collegiate Schools of Business

#### University Studies Requirements ..... 58-65 hrs (See Chapter 4, University Studies Requirements.)

#### B.S.B. Students:

University Studies selections must include:

#### •Additional Requirements:

CSC 125 Internet and Web Page Design  
CSC 332 Visual Basic Programming II  
CSC 510 Data Communications and Networking

#### Business Core Requirements<sup>1</sup> ..... 33 hrs (see Core Requirements at beginning of this chapter)

#### Core Courses ..... 23 hrs

CIS 317 Principles of Information Systems Analysis and Design  
CIS 325 E-Business Programming  
CIS 407 Advanced Database Management Systems  
CIS 420 Application Software Design and Implementation  
*or*  
CIS 425 Building E-Business with Web Design  
CIS 499 Senior Seminar  
CSC 101 Introduction to Problem Solving Using Computers  
CSC 232 Visual Basic Programming I  
*Choose one of the following:*  
CIS 488 Cooperative Education/Internship<sup>2</sup>  
CIS 545 Enterprise Resource Planning  
CSC 260 Application Program Development in COBOL I

#### Area Electives ..... 9 hrs<sup>2</sup> *Chosen with advisor approval. B.A.B. students must take CSC 125, 332, and 510.*

#### Total Curriculum Requirements ..... 123-130 hrs

<sup>1</sup>CIS 307 should be taken in lieu of BPA 355.

<sup>2</sup>A maximum of one cooperative education/internship course is allowed.

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### AREA:

### Computer Science

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#### Bachelor of Arts/Bachelor of Science Degree CIP 11.0101

University Studies Requirements. .... 43-49 hrs  
(See Chapter 4, University Studies Requirements. See required courses below before selecting mathematics and science University Studies electives.)

#### Core Courses ..... 49 hrs

BPA 099 Freshman Orientation  
CIS 407 Advanced Database Management Systems

CSC 101 Introduction to Problem Solving Using Computers  
CSC 145 Introduction to Programming I  
CSC 235 Programming in C++  
CSC 240 Programming in Java  
*or*  
CSC 255 Programming in C#  
CSC 245 Introduction to Programming II  
CSC 301 Foundations of Computer Science I  
CSC 302 Foundations of Computer Science II  
CSC 405 Computer Architecture  
CSC 410 Operating Systems  
*and*

*One course from the following (to be taken concurrently):*  
CSC 411, CSC 412, CSC 413, CSC 414

CSC 415 Programming Languages  
CSC 420 Numerical Analysis I  
CSC 445 Computer Algorithms  
*and*

*One course from the following (to be taken concurrently):*  
CSC 446, CSC 447, CSC 448, CSC 449

CIS 420 Applications Software Design and Implementation  
*or*  
CSC 530 Computer User Interface Development  
*and*

*One course from the following (to be taken concurrently):*  
CSC 531, CSC 532, CSC 533, CSC 534

CSC 540 Social, Ethical and Professional Issues in the Information Age

#### Co-Requirements for Area ..... 0-9 hrs

MAT 250 Calculus and Analytic Geometry I<sup>1</sup>  
MAT 135 Introduction to Probability and Statistics  
*or*  
CIS 243 Business Statistics I  
*and*  
CIS 343 Business Statistics II  
*or*  
MAT 540 Mathematical Statistics I

#### Required Electives<sup>2</sup> ..... 15 hrs *Chosen with advisor approval.*

#### Unrestricted Electives<sup>2</sup> ..... 0-10 hrs

#### Total Curriculum Requirements ..... 120 hrs

<sup>1</sup>Required for area if not taken as University Studies elective.

<sup>2</sup>A maximum of one cooperative education/internship course is allowed.

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### MAJOR:

### Computer Science

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#### Bachelor of Arts/Bachelor of Science Degree CIP 11.0101

University Studies Requirements. .... 43-49 hrs  
(See Chapter 4, University Studies Requirements. See required courses below before selecting mathematics and science University Studies electives.)

#### Core Courses ..... 49 hrs

BPA 099 Freshman Orientation  
CIS 407 Advanced Database Management Systems

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**Department of Economics and Finance**

307 Business Building  
270-809-4188  
eco.fin@murraystate.edu

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- CSC 101 Introduction to Problem Solving Using Computers
- CSC 145 Introduction to Programming I
- CSC 235 Programming in C++
- CSC 240 Programming in Java  
*or*
- CSC 255 Programming in C#
- CSC 245 Introduction to Programming II
- CSC 301 Foundations of Computer Science I
- CSC 302 Foundations of Computer Science II
- CSC 405 Computer Architecture
- CSC 410 Operating Systems  
*and*
- One course from the following:*  
CSC 411, CSC 412, CSC 413, CSC 414
- CSC 415 Programming Languages
- CSC 420 Numerical Analysis I
- CSC 445 Computer Algorithms  
*and*
- One course from the following:*  
CSC 446, CSC 447, CSC 448, CSC 449
- CIS 420 Applications Software Design and Implementation  
*or*
- CSC 530 Computer User Interface Development  
*and*
- One course from the following:*  
CSC 531, CSC 532, CSC 533, CSC 534
- CSC 540 Social, Ethical and Professional Issues  
in the Information Age

**Co-Requirements for Major ..... 0-9 hrs**

- MAT 250 Calculus and Analytic Geometry I<sup>1</sup>
- MAT 135 Introduction to Probability and Statistics  
*or*
- CIS 243 Business Statistics I  
*and*
- CIS 343 Business Statistics II  
*or*
- MAT 540 Mathematical Statistics I

**Required Minor ..... 21-24 hrs**

**Unrestricted Electives ..... 0-12 hrs**

*Elective hours (if needed) to meet the minimum Total Curriculum Requirements.*

**Total Curriculum Requirements ..... 120 hrs**

<sup>1</sup>Required for major if not taken as University Studies Elective.

**Computer Science Minor ..... 23-24 hrs**

CSC 101, 145; 240 or 255; 245, 301, 445; one course chosen from CSC 302, 405, 410, 415, 420, and 530. Six hours must be upper-level courses completed in residence at Murray State University.

**Computer Information Systems Minor ..... 22 hrs**

CIS 307, 317; CSC 101, 199, 232, 260, and three upper-level hours from CIS/CSC/TSM as approved by advisor. Six hours must be upper-level courses completed in residence at Murray State University.

**Chair:** David Brasfield. **Faculty:** Badasyan, Blaylock, Brasfield, Brown, Durr, Eaton, Guin, Harrison, Hassan, Laceywell, Mathis, McCoy, Milkman, Reed, Shideler.

Students in the Department of Economics and Finance have a wide choice of curricula offered by highly qualified faculty members, most of whom hold the doctorate degree. The department offers a major in economics for those students who wish to pursue a traditional liberal arts education containing a mixture of business and non-business classes outside the College of Business and Public Affairs. This option may be especially attractive for pre-law students. The flexibility of the economics major allows students to tailor the program to their career goals or for further graduate study. It is also one of the approved majors for teaching the social sciences. In such cases the required minor and non-economics electives should be carefully selected in consultation with a departmental advisor. The department offers minors in economics, business economics and international economics. The department also supports a minor in Secondary Social Studies for those students seeking secondary certification in social studies (grades 8-12). This minor combined with the economics major, increases the probability for success on the PRAXIS examination.

The department offers an area in finance that prepares a student to operate in a variety of career paths, including banking, corporate finance, investments, securities analysis, and financial services. Students successfully completing requirements for the area in finance are prepared to successfully transition into a business environment or to continue on to graduate studies in finance or other areas of business. In addition to the area in finance, the department offers an area in finance with an information systems option and an area with a financial planning option. The first area of study provides finance professionals with advanced skills that allow them to easily interact with information system professionals at all levels in both financial and non-financial corporations. The financial planning option is an area in which many career opportunities exist, is approved by the Certified Financial Planning Board of Standards, and provides students with the background necessary to be allowed to take the test for CFP certification. The department also offers a minor in finance for non-business students. Each area of specialization provides preparation for a variety of employment opportunities or serves as a basis for graduate study. Electives are available to prepare qualified students for positions calling for skills in financial analysis in both the private and public sectors of the economy.

Also located in the department are the Center for Economic Education, the Bureau for Business and Economic Research, and the Center for Banking and Finance. The Center for Economic Education provides materials and aid to area school systems in incorporating economics into the K-12 curriculum, while the Bureau conducts research on a wide variety of governmental and business needs and problems. The Center of Banking and Finance at Murray State University is dedicated to serving current and future financial services professionals by developing and maintaining strong relationships between MSU and area financial institutions, and by developing internship and permanent employment opportunities available to MSU students.

**MAJOR:**  
**Economics**

**Bachelor of Arts/Bachelor of Science Degree**  
**CIP 45.0601**

**Note:** This program is recommended for pre-law. The total number of credit hours earned in business courses (ACC, BPA, CIS, FIN, MGT, MKT, OSY, RES, LST 240 and 540) cannot exceed 25 percent of total curriculum requirements.

**University Studies Requirements ..... 43-58 hrs**  
(see Chapter 4, University Studies Requirements)

University Studies selections must include:

•*Communication and Basic Skills:*

COM 161 Introduction to Public Speaking

•*Science and Mathematics:*

MAT 220 Business Calculus

*or*

MAT 250 Calculus and Analytic Geometry I

•*Social Sciences:*

ECO 230 Principles of Macroeconomics

•*University Studies Electives:*

CSC 199 Introduction to Information Technology

ECO 231 Principles of Microeconomics

**Required Courses ..... 23-26 hrs**

ACC 200 Principles of Financial Accounting<sup>1</sup>

CIS 443 Business Statistics III

ECO 305 Money and Banking

ECO 330 Intermediate Macroeconomics

ECO 331 Intermediate Microeconomics

ECO 460 International Trade and Finance

ECO 498 Research Methods in Economics

ECO 499 Senior Seminar in Economics

BPA 099 Freshman Orientation

MAT 135 Introduction to Probability and Statistics

*or*

CIS 243 Business Statistics I

*and*

CIS 343 Business Statistics II

**Required Limited Electives ..... 9 hrs**

*300 -level or higher (except ECO 310), ECO electives approved by advisor.*

**Required Minor ..... 21 hrs**

**Note:** Economics majors may select a minor from any business *or* non-business discipline, excluding any economics minor. If any course is required in the major and minor, a substitute course must be approved by an advisor to gain the total degree program hours.

**Unrestricted Electives ..... 9-21 hrs**

**Total Curriculum Requirements ..... 120 hrs**

<sup>1</sup>Required for BS only.

**MAJOR:**  
**Economics/Social Studies**  
**Certification (Grades 8-12)**

**Bachelor of Arts/Bachelor of Science Degree**  
**CIP 45.0601**

**Note:** The total number of credit hours earned in business courses (ACC, BPA, CIS, FIN, MGT, MKT, OSY, RES, LST 240 and 540) cannot exceed 25 percent of total curriculum requirements.

**University Studies Requirements ..... 43-58 hrs**  
(see Chapter 4, University Studies Requirements)

University Studies selections must include:

•*Communication and Basic Skills:*

COM 161 Introduction to Public Speaking<sup>1</sup>

•*Science and Mathematics:*

MAT 220 Business Calculus

*or*

MAT 250 Calculus and Analytic Geometry I

•*Social Sciences:*

ECO 230 Principles of Macroeconomics

•*University Studies Electives:*

CSC 199 Introduction to Information Technology<sup>1</sup>

ECO 231 Principles of Microeconomics

**Note:** Certification requires a grade of *B* or better in one English composition course and a *C* or better in a University Studies math course, public speaking, and EDU 103 or equivalent course. Additional requirements for admission to teacher education and student teaching must be met. See advisor and/or Office of Teacher Education Services for details.

**Required Courses ..... 23-26 hrs**

ACC 200 Principles of Financial Accounting<sup>2</sup>

BPA 099 Freshman Orientation

CIS 443 Business Statistics III

ECO 305 Money and Banking

ECO 330 Intermediate Macroeconomics

ECO 331 Intermediate Microeconomics

ECO 460 International Trade and Finance

ECO 498 Research Methods in Economics

ECO 499 Senior Seminar in Economics

MAT 135 Introduction to Probability and Statistics

*or*

CIS 243 Business Statistics I

*and*

CIS 343 Business Statistics II

**Required Limited Electives ..... 9 hrs**

*300 -level or higher (except ECO 310), ECO electives approved by advisor.*

**Required Courses for Certification ..... 35-38 hrs**

COM 372 Communication in Educational Environments

EDP 260 Psychology of Human Development<sup>3</sup>

EDU 103 Issues and Practices of American Education

EDU 303 Strategies of Teaching

EDU 403 Structures and Foundations of Education

EDU 405 Evaluation and Measurement in Education

EDU 422 Student Teaching Seminar (optional)

SEC 420 Practicum in Secondary Schools

SEC 421 Student Teaching in the Secondary School

SED 300 Educating Students with Disabilities

**Required Minor ..... 21-24 hrs**  
 Choose either geography, history, political science or social science minor. Social science minor is strongly recommended.

**Note:** If any course is required in the major and minor, a substitute course must be approved by an advisor to gain the total degree program hours.

**Total Curriculum Requirements ..... 134-152 hrs**  
<sup>1</sup>With a grade of C or better.  
<sup>2</sup>Required for B.S. only.  
<sup>3</sup>May be used as a University Studies elective for B.S.

**Economics Minor ..... 21 hrs**  
 ECO 230, 231, 305, 330, 331; and six hours of business electives (may include ECO and FIN) approved by advisor. Six hours must be upper-level courses completed in residence at Murray State University.

**Business Economics Minor ..... 22 hrs**  
 ACC 200, CIS 243, 343; ECO 230, 231, 305, 330, 331. Six hours must be upper-level courses completed in residence at Murray State University.

**International Economics Minor ..... 21 hrs**  
 ECO 230, 231, 315, 410, 460; and six hours of closely related upper-level electives, with a significant international dimension, as approved by advisor. Six hours must be upper-level courses completed in residence at Murray State University.

**Social Science Minor ..... 24 hrs**  
*Open only to majors in economics, geography, history, or political science who seek secondary certification in social studies.* ECO 231, GSC 110, HIS 221, 222, POL 140, SOC 133; and six hours of upper level courses (300 or above) from the social science disciplines with approval of advisor. Courses required for a major may not be counted toward the minor; substitutions must be from a social science discipline other than the major and be approved by the advisor; and requirements for certification for teaching secondary school social studies, grades 8 through 12 through the College of Education must also be met.

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**AREA:**  
**Finance**

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**Bachelor of Arts in Business/Bachelor of Science in Business Degree**  
**CIP 52.0801**

ACCREDITED BY:  
 AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
 (see Chapter 4, University Studies Requirements)

**Business Core Requirements ..... 33 hrs**  
 (see Core Requirements at beginning of this chapter)

**Required Courses ..... 18 hrs**  
 ECO 305 Money and Banking  
 FIN 332 Financial Management  
 FIN 333 Principles of Investment  
 FIN 334 Financial Institutions

FIN 461 International Financial Management  
 FIN 480 Senior Seminar in Finance

**Required Limited Electives ..... 9 hrs**  
*Nine hours of finance electives from the following:*

FIN 331 Principles of Insurance  
 FIN 336 Employee Benefits and Retirement  
 FIN 338 Estate Planning  
 FIN 421 Financial Models  
 FIN 488 Cooperative Education/Internship  
 FIN 489 Cooperative Education/Internship  
 FIN 520 Risk Management  
 FIN 522 Portfolio Management and Theory  
 FIN 533 Security Analysis  
 FIN 537 Commercial Banking  
 FIN 505 Internship in Finance  
 FIN 595 Special Problems

**Business Electives (B.S.B. only) ..... 4 hrs**

**Total Curriculum Requirements ..... 121-125 hrs**

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**AREA:**  
**Finance/Financial Planning Option**

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**Bachelor of Arts in Business/Bachelor of Science in Business Degree**  
**CIP 52.0801**

ACCREDITED BY:  
 AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
 (see Chapter 4, University Studies Requirements)

University Studies selections must include:  
 •Additional Requirements (Non-business electives):  
 ECO 305 Money and Banking

**Business Core Requirements ..... 33 hrs**  
 (see Core Requirements at beginning of this chapter)

**Required Courses ..... 15-18 hrs**  
 ECO 305 Money and Banking<sup>1</sup>  
 FIN 332 Financial Management  
 FIN 333 Principles of Investment  
 FIN 334 Financial Institutions  
 FIN 461 International Financial Management  
 FIN 480 Senior Seminar in Finance

**Required Limited Electives<sup>2</sup> ..... 3 hrs**  
*Choose three hours from the following:*

FIN 421 Financial Models  
 FIN 488 Cooperative Education/Internship  
 FIN 489 Cooperative Education/Internship  
 FIN 520 Risk Management  
 FIN 522 Portfolio Management and Theory  
 FIN 533 Security Analysis  
 FIN 537 Commercial Banking  
 FIN 505 Internship in Finance  
 FIN 595 Special Problems

## College of Business and Public Affairs

### Additional Required Specialty Courses ..... 12 hrs

ACC 302	Federal Income Tax
FIN 331	Principles of Insurance
FIN 336	Employee Benefits and Retirement
FIN 338	Estate Planning

### Total Curriculum Requirements ..... 121-128 hrs

<sup>1</sup>If not taken as University Studies non-business elective for BSB.

<sup>2</sup>Required for the BSB only.

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#### AREA:

#### Finance/Information Systems Option

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#### Bachelor of Arts in Business/Bachelor of Science in Business Degree CIP 52.0801

#### ACCREDITED BY:

AACSB-International—The Association to Advance Collegiate Schools of Business

### University Studies Requirements ..... 58-65 hrs

(see Chapter 4, University Studies Requirements)

University Studies selections must include:

•*Additional Requirements (Non-business electives):*

ECO 305 Money and Banking

### Business Core Requirements ..... 33 hrs

(see Core Requirements at beginning of this chapter)

### Required Courses ..... 15-18 hrs

ECO 305	Money and Banking <sup>1</sup>
FIN 332	Financial Management
FIN 333	Principles of Investment
FIN 334	Financial Institutions
FIN 461	International Financial Management
FIN 480	Senior Seminar in Finance

### Required Limited Electives ..... 6 hrs

*Choose six hours from the following:*

FIN 331	Principles of Insurance
FIN 488	Cooperative Education/Internship
FIN 489	Cooperative Education/Internship
FIN 520	Risk Management
FIN 522	Portfolio Management and Theory
FIN 533	Security Analysis
FIN 537	Commercial Banking
FIN 505	Internship in Finance
FIN 595	Special Problems

### Additional Required Specialty Courses ..... 13 hrs

CIS 307	Database Design and Implementation
CIS 317	Principles of Information System Analysis and Design
CSC 232	Visual Basic Programming I
FIN 421	Financial Models

### Total Curriculum Requirements ..... 125-135 hrs

<sup>1</sup>If not taken as University Studies non-business elective for BSB.

### Finance Minor ..... 21 hrs

ACC 200, 201; FIN 330, 332, 333; three hours of FIN or ECO electives; three hours of business electives (may include FIN or ECO). Six hours must be upper-level courses completed in residence at Murray State University.

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## Department of Journalism and Mass Communications

114 Wilson Hall

270-809-2387

journalism@murraystate.edu

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**Chair:** Bob Lochte, Interim Chair. **Faculty:** Dillon, Haney, Hedges, Landini, Lochte, McGaughey, McKeel, Orvino, Owens, Scafella, Valentine, Wall, Welsch, White.

The Department of Journalism and Mass Communications, established July 1975, offers four majors leading to a bachelor's degree: advertising, journalism, public relations, and electronic media. The department offers two minor programs: (1) journalism and mass communications and (2) advertising.

The purposes and objectives of the department are: (1) to teach the highest standards of professional excellence to those who will work in mass media fields; (2) to offer continuing education to regional professionals, and (3) to provide both undergraduate and graduate instruction to those who plan to teach on the college level.

Journalism and Mass Communications degree programs are grounded in a strong liberal arts foundation then combined with professional skills courses to provide a broad educational experience.

The Department is one of only 105 programs in the United States fully-accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). In May 2004, the Department received its most recent six-year reaccreditation. Programs and majors are reviewed frequently and updated to reflect national academic and professional needs.

Each major — advertising, journalism, public relations and electronic media — requires 35 hours. It is also strongly recommended that students take a practicum, internship, or cooperative education to gain additional professional experience. To comply with accreditation standards, students must take 80 hours outside of journalism and mass communications courses, of which 65 must be in University Studies and liberal arts. Students cannot minor in journalism and mass communications if they have a major in the department. They can, however, minor in advertising.

The total number of credit hours earned in business courses (ACC, BPA, CIS, FIN, MGT, MKT, OSY, RES, LST 240, LST 540) cannot exceed 25 percent of total curriculum requirements.

Historic Wilson Hall, the second-oldest building on the campus, houses the main classrooms and offices for Journalism and Mass Communications. Wilson also houses the *Murray State News*, national award-winning student newspaper, and the *Shield*, the university yearbook. Electronic media facilities are located on the top floor of the Price Doyle Fine Arts Center, and include MSU-TV 11 student cable access channel.

The department is affiliated with such organizations as the Association for Education in Journalism and Mass Communication (AEJMC), the Association of Schools of Journalism and Mass Communication; the West Kentucky Press Association,

Kentucky Press Association, Kentucky Intercollegiate Press Association, College Media Advisors, American Advertising Federation, and Public Relations Society of America. Broadcast affiliations include: Broadcast Education Association, Radio-Television News Directors, and Kentucky Broadcasters Association.

There are active student chapters of the following societies and fraternities: the Society of Collegiate Journalists; the American Advertising Federation; National Broadcasting Society/Alpha Epsilon Rho; Public Relations Student Society of America; and Kappa Tau Alpha, honorary journalism fraternity.

**Scholarships and Awards**

The department offers scholarships, internships, graduate assistantships and special awards in journalism and mass communications. For additional information, contact the Department of Journalism and Mass Communications, email: journalism@murraystate.edu.

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**MAJOR:  
Journalism**

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**Bachelor of Science/Bachelor of Arts Degree  
CIP 09.0401**

ACCREDITED BY:  
Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

**University Studies Requirements ..... 43-49 hrs**  
(see Chapter 4, University Studies Requirements)

**Core Courses ..... 20 hrs**  
JMC 099 Freshman Orientation  
JMC 168 Contemporary Mass Media  
JMC 194 Newswriting  
JMC 294 Advanced Newswriting  
JMC 330 Mass Media Effects  
JMC 499 Senior Seminar  
JMC 590 Mass Communication Law  
JMC 597 Public Affairs Reporting

**Selected Emphasis ..... 15 hrs**

**Print Emphasis**

JMC 295 Copyediting  
JMC 396 Publication Design  
JMC 397 Reporting for Print Media  
*and two of the following:*  
JMC 213 Computer Techniques for Print Media  
JMC 283 Principles of Photojournalism  
JMC 300 Digital Media Production  
JMC 322 Mass Media Study Abroad  
JMC 344 Press and Politics  
JMC 390 World Wide Web as Mass Medium  
JMC 398 Electronic News Reporting  
JMC 400 International Mass Communications  
JMC 440 Research Methods for Public Relations  
JMC 445 Newspaper Management  
JMC 486 Media Production Technique  
JMC 492 Feature Writing  
JMC 515 History of U.S. Journalism and Broadcasting  
JMC 560 Alternative Media Criticism  
JMC 568 Critical Analysis of Mass Media

JMC 593 Editorial and Critical Writing  
JMC 596 Internship in Advertising, Journalism,  
Public Relations, and Radio-TV

**Electronic Emphasis**

JMC 270 Basic Audio/Video Production  
JMC 398 Electronic News Reporting  
JMC 466 Advanced Electronic News Reporting and Production  
*and two of the following:*  
JMC 300 Digital Media Production  
JMC 322 Mass Media Study Abroad  
JMC 336 Script Writing  
JMC 344 Press and Politics  
JMC 358 Television Studio Production  
JMC 390 World Wide Web as Mass Medium  
JMC 397 Reporting for Print Media  
JMC 400 International Mass Communications  
JMC 440 Research Methods for Public Relations  
JMC 448 Radio-Television Operations  
JMC 486 Media Production Technique  
JMC 515 History of U.S. Journalism and Broadcasting  
JMC 560 Alternative Media Criticism  
JMC 596 Internship in Advertising, Journalism,  
Public Relations, and Radio-TV  
JMC 668 Critical Analysis of Mass Media

**Required Minor ..... 21-24 hrs**

**Unrestricted Electives ..... 12-28 hrs**

**Total Curriculum Requirements ..... 120-130 hrs**

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**MAJOR:  
Electronic Media**

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**Bachelor of Science/Bachelor of Arts Degree  
CIP 09.0701**

ACCREDITED BY:  
Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

**University Studies Requirements ..... 43-49 hrs**  
(see Chapter 4, University Studies Requirements)

**Required Courses ..... 32 hrs**

JMC 099 Freshman Orientation  
JMC 168 Contemporary Mass Media  
JMC 270 Basic Audio/Video Production  
JMC 330 Mass Media Effects  
JMC 336 Script Writing  
JMC 358 Television Studio Production  
JMC 369 Audio Studio and Field Production  
JMC 448 Radio-Television Operations  
JMC 451 Television Field Production  
JMC 499 Senior Seminar  
JMC 525 Television Program Development  
JMC 590 Mass Communication Law

**Required Limited Elective ..... 3 hrs**

*Choose from the following:*  
JMC 300 Digital Media Production  
JMC 322 Mass Media Study Abroad  
JMC 344 Press and Politics

## College of Business and Public Affairs

JMC 390 World Wide Web as Mass Medium  
JMC 391 Public Relations Principles  
JMC 394 Introduction to Advertising  
JMC 398 Electronic News Reporting  
JMC 426 Advertising Media Sales  
JMC 440 Research Methods for Public Relations  
JMC 486 Media Production Technique  
JMC 558 New Technologies  
JMC 560 Alternative Media Criticism  
JMC 596 Internship in Advertising, Journalism,  
Public Relations and Radio-TV

**Required Minor** ..... 21-24 hrs

**Unrestricted Electives** ..... 12-28 hrs

**Total Curriculum Requirements** ..... 120-130 hrs

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### MAJOR: Advertising

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#### Bachelor of Science/Bachelor of Arts Degree CIP 09.0903

ACCREDITED BY:  
Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

**University Studies Requirements** ..... 43-49 hrs  
(see Chapter 4, University Studies Requirements)

**Required Courses** ..... 26 hrs

JMC 099 Freshman Orientation  
JMC 168 Contemporary Mass Media  
JMC 330 Mass Media Effects  
JMC 394 Introduction to Advertising  
JMC 417 Advertising Copywriting and Layout  
JMC 426 Advertising Media Sales  
JMC 439 Advertising Media Planning  
JMC 456 Advertising Campaigns  
JMC 499 Senior Seminar  
JMC 590 Mass Communication Law

**Required Limited Electives** ..... 9 hrs

*Choose from the following:*

JMC 194 Newswriting  
JMC 213 Computer Techniques for Print Media  
JMC 270 Basic Audio/Video Production  
JMC 300 Digital Media Production  
JMC 322 Mass Media Study Abroad  
JMC 336 Script Writing  
JMC 344 Press and Politics  
JMC 390 World Wide Web as Mass Medium  
JMC 391 Public Relations Principles  
JMC 400 International Mass Communications  
JMC 440 Research Methods for Public Relations  
JMC 448 Radio-Television Operations  
JMC 486 Media Production Technique  
JMC 560 Alternative Media Criticism  
JMC 596 Internship in Advertising, Journalism,  
Public Relations and Radio-TV  
MKT 360 Principles of Marketing  
MKT 463 Consumer Behavior  
Upper level MKT elective or MGT 350

**Required Minor** ..... 21-24 hrs

**Unrestricted Electives** ..... 12-28 hrs

**Total Curriculum Requirements** ..... 120-128 hrs

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### MAJOR: Public Relations

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#### Bachelor of Science/Bachelor of Arts Degree CIP 09.0902

ACCREDITED BY:  
Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

**University Studies Requirements** ..... 43-49 hrs  
(see Chapter 4, University Studies Requirements)

**Required Courses** ..... 26 hrs

JMC 099 Freshman Orientation  
JMC 168 Contemporary Mass Media  
JMC 194 Newswriting  
JMC 330 Mass Media Effects  
JMC 391 Public Relations Principles  
JMC 412 Writing for Public Relations  
JMC 440 Research Methods for Public Relations  
JMC 491 Advanced Public Relations  
JMC 499 Senior Seminar  
JMC 590 Mass Communication Law

**Required Limited Electives** ..... 9 hrs

*Choose from the following:*

JMC 213 Computer Techniques for Print Media  
JMC 270 Basic Audio/Video Production  
JMC 283 Principles of Photojournalism  
JMC 295 Copyediting  
JMC 322 Mass Media Study Abroad  
JMC 336 Script Writing  
JMC 344 Press and Politics  
JMC 390 World Wide Web as Mass Medium  
JMC 394 Introduction to Advertising  
JMC 396 Publication Design  
JMC 397 Reporting for Print Media  
JMC 398 Electronic News Reporting  
JMC 400 International Mass Communications  
JMC 486 Media Production Technique  
JMC 492 Feature Writing  
JMC 560 Alternative Media Criticism  
JMC 596 Internship in Advertising, Journalism,  
Public Relations and Radio-TV

**Required Minor** ..... 21-24 hrs

**Unrestricted Electives** ..... 12-28 hrs

**Total Curriculum Requirements** ..... 120-130 hrs

**Advertising Minor** ..... 24 hrs

JMC 394, 417, 426, 439, 556; MKT 360, 463, upper-level MKT course or MGT 350. Six hours must be upper-level courses completed in residence at Murray State University.

**Journalism and Mass Communications Minor ..... 24 hrs**  
 JMC 168, 194, 330 or 515, 590 and 12 hours of approved JMC electives. Six hours must be upper-level courses completed in residence at Murray State University. Students cannot minor in journalism and mass communications if they have a major in the department. They can, however, minor in advertising.

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**Department of Management, Marketing  
 and Business Administration**

451 Business Building  
 270-809-6196  
 mgt.mkt@murraystate.edu

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**Chair:** Terry Holmes. **Faculty:** Alderdice, Busija, Dublin, Hendon, Holmes, Johnston, Lanier, Mangold, Martin, B. McNeely, S. McNeely, Miles, Miller, Muuka, Nichols, Niffenegger, Schoenfeldt, Seaton, Sheets.

The Department of Management, Marketing and Business Administration offers many curriculum alternatives for students. Students completing an area in management, marketing or business administration meet the strongest requirements for each of these fields. Students may also focus on a major in business administration and then choose a minor outside the College of Business to broaden their expertise in another field of interest. Additionally, a student may pursue a minor in management, marketing, real estate, advertising, office systems, or business administration.

Within the management area, five options are offered which permit students to direct their studies toward specific management fields: entrepreneurship, human resources, information systems, marketing, and production systems. These programs prepare students for both beginning work experiences and for graduate study in business. Today's manager must combine sophisticated decision making ability with the ability to lead and direct others. The curriculum in management is designed to provide professional training and to develop the competency of students for careers in the management of the business and economic affairs of modern organizations.

Within the Marketing Area, three options are offered which permit students to direct their studies toward specific marketing career fields: entrepreneurship, management, and information systems. Marketing graduates are involved in the development of creative solutions to marketing problems that arise in the link between production of goods and services and their final use. The marketing degree prepares students for careers in a wide range of fields including retailing, sales management, advertising, and two of the fastest growing and most exciting fields – international marketing and e-business.

Within the Business Administration Area, the business administration program prepares students for a variety of career opportunities. It provides students with a broad overall understanding of the different functional disciplines of business and prepares them for positions of responsibility in business organizations. A major in business administration is offered for those students wishing to minor in an area outside of business.

Students in the Office Systems Program are prepared to work in offices. Office Systems, with its rapidly developing technology, is an exciting field of employment. The Two-year Office Systems Program offers two emphases: office information systems emphasis and legal emphasis. Sources of employment include industrial, professional and governmental offices.

The Real Estate Program provides the credits needed to meet the educational requirements for a Kentucky real estate salesperson or broker license. A minor in real estate can be earned by taking offered real estate courses and approved electives.

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**AREA:  
 Business Administration**

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**Bachelor of Arts in Business/Bachelor of Science in  
 Business Degree  
 CIP 52.0101**

**ACCREDITED BY:**  
 AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
 (see Chapter 4, University Studies Requirements)

**Business Core Requirements ..... 33 hrs**  
 (see Core Requirements at beginning of this chapter)

**Required Courses ..... 3 hrs**  
 One international business course, 300 level or higher

**Business Electives<sup>1</sup> ..... 21-27 hrs**

**B.S.B. only:** 27 hours of required limited business electives selected from ACC, BPA, CIS, ECO, FIN, JMC 391, 394, LST 540, MGT, MKT, OSY, POL 542, or RES, approved by advisor; not to exceed nine hours in any one area, with at least 18 hrs at 300 level or above.

**B.A.B. only:** 21 hours of required limited business electives as above, not to exceed nine hours in any one area, with at least 12 hrs at 300 level or above. MGT 250 and MKT 260 do not apply toward this area.

**Total Curriculum Requirements ..... 121 hrs**

<sup>1</sup>A maximum of three hours cooperative education credit counts toward the degree.

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**MAJOR:  
 Business Administration**

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**Bachelor of Arts in Business/Bachelor of Science in  
 Business Degree  
 CIP 52.0101**

**ACCREDITED BY:**  
 AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
 (see Chapter 4, University Studies Requirements)

**Business Core Requirements ..... 33 hrs**  
 (see Core Requirements at beginning of this chapter)

**Required Courses ..... 9 hrs**

One international business course, 300 level or higher

Business electives: 6 hrs<sup>1</sup>

**Note:** Business electives must be selected with advisor approval from ACC, BPA, CIS, ECO, FIN, JMC 391, 394, LST 540, MGT, MKT, OSY, POL 542, or RES. At least 18 hrs of business electives and minor courses must be at 300 level or above. MGT 250 and MKT 260 do not apply toward this major.

## College of Business and Public Affairs

**Required Minor<sup>1</sup> ..... 21 hrs**

**Total Curriculum Requirements ..... 121-127 hrs**

<sup>1</sup>A maximum of three hours cooperative education credit counts toward the degree.

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### ASSOCIATE:

#### Business Administration

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##### Associate of Arts Degree

CIP 52.0101

**University Studies Requirements ..... 21-22 hrs**

(see Chapter 4, University Studies Requirements)

University Studies selections must include:

•*Science and Mathematics:*

MAT 140 College Algebra

*or*

MAT 220 Business Calculus

•*Social Sciences:*

ECO 230 Principles of Macroeconomics

ECO 231 Principles of Microeconomics

**Required Courses ..... 24 hrs**

ACC 200 Principles of Financial Accounting

ACC 201 Principles of Managerial Accounting

BPA 099 Freshman Orientation

BPA 140 Foundations of Business

BPA 215 Business Communication

CIS 243 Business Statistics I

CSC 199 Introduction to Information Technology

FIN 330 Principles of Finance

LST 240 Legal Environment of Business

**Business Electives<sup>1</sup> ..... 9 hrs**

(approved by advisor)

**Unrestricted Electives<sup>1</sup> ..... 6-7 hrs**

**Total Curriculum Requirements ..... 61-62 hrs**

<sup>1</sup>A maximum of three hours cooperative education credit counts toward the degree.

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### AREA:

#### Management

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##### Bachelor of Arts in Business/Bachelor of Science in

Business Degree

CIP 52.0201

ACCREDITED BY:

AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**

(see Chapter 4, University Studies Requirements)

**Business Core Requirements ..... 33 hrs**

(see Core Requirements at beginning of this chapter)

**Required Courses ..... 21 hrs**

MGT 354 Techniques of Oral Reporting and

Management Briefings

MGT 550 Human Resources Management

MGT 551 Organizational Behavior

MGT 552 Management of Operations and Technology II

MGT electives: *9 hrs approved by advisor*

**Business Electives<sup>1</sup> (B.A.B.) ..... 3 hrs**

**Business Electives<sup>1</sup> (B.S.B.) ..... 9 hrs**

**Total Curriculum Requirements ..... 121 hrs**

<sup>1</sup>A maximum of three hours cooperative education credit counts toward the degree.

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### AREA:

#### Management/Entrepreneurship Option

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##### Bachelor of Arts in Business/Bachelor of Science in

Business Degree

CIP 52.0201

ACCREDITED BY:

AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**

(see Chapter 4, University Studies Requirements)

**Business Core Requirements ..... 33 hrs**

(see Core Requirements at beginning of this chapter)

**Required Courses ..... 12 hrs**

MGT 354 Techniques of Oral Reporting and Management Briefings

MGT 550 Human Resources Management

MGT 551 Organizational Behavior

MGT 552 Management of Operations and Technology II

**Entrepreneurship Option ..... 12 hrs**

(select from the following courses)

MGT 358 Entrepreneurial Business Plan Development

MGT 420 Entrepreneurial Strategic Growth

MGT 488 Cooperative Education/Internship

MGT 490 Entrepreneurial Consulting

MKT 390 Entrepreneurial Marketing

**Note:** A maximum of three hours cooperative education credit counts toward the degree.

**Business Electives (B.A.B.) ..... 0 hrs**

**Business Electives (B.S.B.) ..... 6 hrs**

**Total Curriculum Requirements ..... 121 hrs**

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### AREA:

#### Management/Human Resources Option

---

##### Bachelor of Arts in Business/Bachelor of Science in

Business Degree

CIP 52.0201

ACCREDITED BY:

AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**

(see Chapter 4, University Studies Requirements)

**Business Core Requirements** ..... 33 hrs  
(see Core Requirements at beginning of this chapter)

**Required Courses** ..... 12 hrs  
MGT 354 Techniques of Oral Reporting and  
Management Briefings  
MGT 550 Human Resources Management  
MGT 551 Organizational Behavior  
MGT 552 Management of Operations and Technology II

**Human Resource Option** ..... 12 hrs  
*(select from the following courses)*  
MGT 488 Cooperative Education/Internship  
MGT 553 Human Resource Selection  
MGT 555 Training and Development  
MGT 559 Compensation Management  
MGT 572 Organization Development  
MGT 575 Labor-Management Relations  
MGT 577 Labor Law and Public Policy  
OSH 192 Introduction to Occupational Safety and Health  
OSH 550 Safety and Health Program Management and  
Training

**Note:** A maximum of three hours cooperative education credit counts toward the degree.

**Business Electives (B.A.B.)** ..... 0 hrs  
**Business Electives (B.S.B.)** ..... 6 hrs

**Total Curriculum Requirements** ..... 121 hrs

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**AREA:**  
**Management/Information Systems Option**

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**Bachelor of Arts in Business/Bachelor of Science in  
Business Degree**  
**CIP 52.0201**

ACCREDITED BY:  
AACSB-International—The Association to Advance  
Collegiate Schools of Business

**University Studies Requirements** ..... 58-65 hrs  
(see Chapter 4, University Studies Requirements)

**Business Core Requirements** ..... 33 hrs  
(see Core Requirements at beginning of this chapter)  
CIS 307 Decision Support Technologies<sup>1</sup>

**Required Courses** ..... 12 hrs  
MGT 354 Techniques of Oral Reporting and  
Management Briefings  
MGT 550 Human Resources Management  
MGT 551 Organizational Behavior  
MGT 552 Management of Operations and Technology II

**Information Systems Option** ..... 12 hrs  
CIS 317 Principles of Information Systems Analysis and  
Design  
CSC 101 Introduction to Problem Solving Using Computers  
*(select two from the following courses)*  
CSC 232 Visual Basic Programming I  
GSC 521 Geographic Information Systems  
MKT 475 Marketing Strategies for E-Commerce

**Business Electives (B.A.B.)** ..... 0 hrs  
**Business Electives (B.S.B.)** ..... 6 hrs

**Total Curriculum Requirements** ..... 121 hrs  
<sup>1</sup>Instead of BPA 355.

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**AREA:**  
**Management/Marketing Option**

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**Bachelor of Arts in Business/Bachelor of Science in  
Business Degree**  
**CIP 52.0201**

ACCREDITED BY:  
AACSB-International—The Association to Advance  
Collegiate Schools of Business

**University Studies Requirements** ..... 58-65 hrs  
(see Chapter 4, University Studies Requirements)

**Business Core Requirements** ..... 33 hrs  
(see Core Requirements at beginning of this chapter)

**Required Courses** ..... 12 hrs  
MGT 354 Techniques of Oral Reporting and  
Management Briefings  
MGT 550 Human Resources Management  
MGT 551 Organizational Behavior  
MGT 552 Management of Operations and Technology II

**Marketing Option** ..... 12 hrs  
*(select from the following courses)*

JMC 394 Introduction to Advertising<sup>1</sup>  
or  
MKT 460 Principles of Advertising  
MGT 488 Cooperative Education/Internship  
or  
MKT 488 Cooperative Education/Internship  
MKT 361 Selling and Sales Management  
MKT 369 Retailing Management  
MKT 396 International Marketing Seminar  
MKT 437 Senior Honors Thesis  
MKT 461 Principles of Purchasing  
MKT 462 Sales Management  
MKT 463 Consumer Behavior  
MKT 470 Logistics Management  
MKT 475 Marketing Strategies for E-Commerce  
MKT 489 Cooperative Education/Internship  
MKT 499 Senior Seminar  
MKT 564 Marketing Channels  
MKT 565 Marketing Research  
MKT 566 Marketing Management  
MKT 567 Marketing Planning and Strategy  
MKT 568 Global Marketing Management  
MKT 595 Special Problems

**Note:** A maximum of three hours cooperative education credit counts toward the degree.

**Business Electives (B.A.B.)** ..... 0 hrs  
**Business Electives (B.S.B.)** ..... 6 hrs

**Total Curriculum Requirements** ..... 121 hrs  
<sup>1</sup>MKT 360 must be taken as a prerequisite by all business program students.

College of Business and Public Affairs

AREA:
Management/Production Systems Option

Bachelor of Arts in Business/Bachelor of Science in
Business Degree
CIP 52.0201

ACCREDITED BY:
AACSB-International—The Association to Advance
Collegiate Schools of Business

University Studies Requirements ..... 58-65 hrs
(see Chapter 4, University Studies Requirements)

Business Core Requirements ..... 33 hrs
(see Core Requirements at beginning of this chapter)

Required Courses ..... 12 hrs
MGT 354 Techniques of Oral Reporting and
Management Briefings
MGT 550 Human Resources Management
MGT 551 Organizational Behavior
MGT 552 Management of Operations and Technology II

Production Systems Option ..... 12 hrs
(select from the following courses)

- ACC 303 Cost Accounting
IET 591 Materials Management
IET 592 Productions Systems and Computer Integrated
Manufacturing
IET 597 Quality Control
ITD 104 Computer-Aided Design
ITD 300 Industrial Product Design
ITD 420 Equipment Maintenance and Materials Processing
MGT 488 Cooperative Education/Internship
MGT 575 Labor-Management Relations
MKT 461 Principles of Purchasing
MKT 470 Logistics Management

Note: A maximum of three hours cooperative education credit counts
toward the degree.

Business Electives (B.A.B.) ..... 0 hrs
Business Electives (B.S.B.) ..... 6 hrs

Total Curriculum Requirements ..... 121 hrs

AREA:
Marketing

Bachelor of Arts in Business/Bachelor of Science in
Business Degree
CIP 52.1401

ACCREDITED BY:
AACSB-International—The Association to Advance
Collegiate Schools of Business

University Studies Requirements ..... 58-65 hrs
(see Chapter 4, University Studies Requirements)

Business Core Requirements ..... 33 hrs
(see Core Requirements at beginning of this chapter)

Required Courses ..... 21 hrs
JMC 394 Introduction to Advertising¹
or
MKT 460 Principles of Advertising
MKT 463 Consumer Behavior
MKT 565 Marketing Research
MKT 568 Global Marketing Management
MKT electives: 9 hrs approved by advisor

Note: A maximum of three hours cooperative education credit counts
toward the degree.

Business Electives (B.A.B.) ..... 3 hrs
Business Electives (B.S.B.) ..... 9 hrs

Total Curriculum Requirements ..... 121 hrs
¹MKT 360 must be taken as a prerequisite by all business program
students.

AREA:
Marketing/Entrepreneurship Option

Bachelor of Arts in Business/Bachelor of Science in
Business Degree
CIP 52.1401

ACCREDITED BY:
AACSB-International—The Association to Advance
Collegiate Schools of Business

University Studies Requirements ..... 58-65 hrs
(see Chapter 4, University Studies Requirements)

Business Core Requirements ..... 33 hrs
(see Core Requirements at beginning of this chapter)

Required Courses ..... 12 hrs
JMC 394 Introduction to Advertising¹
or
MKT 460 Principles of Advertising
MKT 463 Consumer Behavior
MKT 565 Marketing Research
MKT 568 Global Marketing Management

Entrepreneurship Option ..... 12 hrs
(select from the following courses)

- MGT 358 Entrepreneurial Business Plan Development
MGT 420 Entrepreneurial Strategic Growth
MGT 490 Entrepreneurial Consulting
MKT 390 Entrepreneurial Marketing
MKT 488 Cooperative Education/Internship

Note: A maximum of three hours cooperative education credit counts
toward the degree.

Business Electives (B.A.B.) ..... 0 hrs
Business Electives (B.S.B.) ..... 6 hrs

Total Curriculum Requirements ..... 121 hrs
¹MKT 360 must be taken as a prerequisite by all business program
students.

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**AREA:**  
**Marketing/Information Systems Option**

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**Bachelor of Arts in Business/Bachelor of Science in Business Degree**  
**CIP 52.1401**

ACCREDITED BY:  
AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
(see Chapter 4, University Studies Requirements)

**Business Core Requirements ..... 33 hrs**  
(see Core Requirements at beginning of this chapter)  
CIS 307 Decision Support Technologies<sup>1</sup>

**Required Courses ..... 12 hrs**  
JMC 394 Introduction to Advertising<sup>2</sup>  
or  
MKT 460 Principles of Advertising  
MKT 463 Consumer Behavior  
MKT 565 Marketing Research  
MKT 568 Global Marketing Management

**Information Systems Option ..... 12 hrs**  
CIS 317 Principles of Information Systems Analysis and Design  
CSC 101 Introduction to Problem Solving Using Computers  
(select two from the following courses)  
CSC 232 Visual Basic Programming I  
GSC 521 Geographic Information Systems  
MKT 475 Marketing Strategies for E-Commerce

**Business Electives (B.A.B.) ..... 0 hrs**  
**Business Electives (B.S.B.) ..... 6 hrs**

**Total Curriculum Requirements ..... 121 hrs**  
<sup>1</sup>Instead of BPA 355.  
<sup>2</sup>MKT 360 must be taken as a prerequisite by all business program students.

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**AREA:**  
**Marketing/Management Option**

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**Bachelor of Arts in Business/Bachelor of Science in Business Degree**  
**CIP 52.1401**

ACCREDITED BY:  
AACSB-International—The Association to Advance Collegiate Schools of Business

**University Studies Requirements ..... 58-65 hrs**  
(see Chapter 4, University Studies Requirements)

**Business Core Requirements ..... 33 hrs**  
(see Core Requirements at beginning of this chapter)

**Required Courses ..... 12 hrs**  
JMC 394 Introduction to Advertising<sup>1</sup>  
or  
MKT 460 Principles of Advertising

MKT 463 Consumer Behavior  
MKT 565 Marketing Research  
MKT 568 Global Marketing Management

**Management Option ..... 12 hrs**  
(select from the following courses)

MGT 354 Techniques of Oral Reporting and Management Briefings  
MGT 358 Entrepreneurial Business Plan Development  
MGT 420 Entrepreneurial Strategic Growth  
MGT 437 Senior Honors Thesis  
MGT 488 Cooperative Education/Internship  
or  
MKT 488 Cooperative Education/Internship  
MGT 489 Cooperative Education/Internship  
MGT 490 Entrepreneurial Consulting  
MGT 499 Senior Seminar  
MGT 550 Human Resources Management  
MGT 551 Organizational Behavior  
MGT 552 Management of Operations and Technology II  
MGT 553 Human Resource Selection  
MGT 554 Managing a Diverse Workforce  
MGT 555 Training and Development  
MGT 557 International Management  
MGT 559 Compensation Management  
MGT 570 Organization Theories  
MGT 572 Organizational Development  
MGT 575 Labor-Management Relations  
MGT 577 Labor Law and Public Policy  
MGT 595 Special Problems

**Note:** A maximum of three hours cooperative education credit counts toward the degree.

**Business Electives (B.A.B.) ..... 0 hrs**  
**Business Electives (B.S.B.) ..... 6 hrs**

**Total Curriculum Requirements ..... 121 hrs**  
<sup>1</sup>MKT 360 must be taken as a prerequisite by all business program students.

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**ASSOCIATE:**  
**Office Systems/**  
**Office Information Systems Emphasis**

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**Associate of Arts Degree**  
**CIP 52.0401**

**University Studies Requirements ..... 21-22 hrs**  
(see Chapter 4, University Studies Requirements)

University Studies selections must include:

•*Science and Mathematics:*  
MAT 140 College Algebra  
or

MAT 220 Business Calculus

•*Social Sciences:*  
ECO 231 Principles of Microeconomics

•*Additional requirements:*  
CSC 199 Introduction to Information Technology

**Required Courses ..... 32 hrs**  
ACC 200 Principles of Financial Accounting  
BPA 099 Freshman Orientation  
BPA 215 Business Communication

## College of Business and Public Affairs

BPA 235 Records Management  
BPA 360 Principles of Office Administration  
LST 240 Legal Environment of Business  
OSY 120 Introduction to Information Processing  
OSY 210 Word Processing  
OSY 214 Office Information Systems  
OSY 245 Graphic Presentations for Business  
OSY 315 Office Systems Applications  
OSY 320 Integrated Information Processing

**Business Electives ..... 5-6 hrs**

**Unrestricted Electives ..... 2 hrs**

**Note:** A maximum of three hours cooperative education credit counts toward the degree.

**Total Curriculum Requirements ..... 61 hrs**

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### ASSOCIATE: Office Systems/Legal Emphasis

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**Associate of Arts Degree  
CIP 52.0401**

**University Studies Requirements ..... 18-19 hrs**  
(see Chapter 4, University Studies Requirements)

University Studies selections must include:

•*Science and Mathematics:*

MAT 140 College Algebra  
*or*

MAT 220 Business Calculus

•*Social Sciences:*

POL 140 American National Government  
*or*

ECO 230 Principles of Macroeconomics

**Required Courses ..... 37 hrs**

ACC 200 Principles of Financial Accounting  
BPA 215 Business Communication  
BPA 235 Records Management  
BPA 360 Principles of Office Administration  
CSC 199 Introduction to Information Technology  
BPA 099 Freshman Orientation  
LST 240 Legal Environment of Business  
LST 242 Real Estate Law  
LST 300 Introduction to Legal Research  
LST 310 Legal Analysis and Writing  
OSY 120 Introduction to Information Processing  
OSY 210 Word Processing  
OSY 214 Office Information Systems

**Business Electives ..... 6 hrs**

**Total Curriculum Requirements ..... 61-62 hrs**

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### CERTIFICATE: Office Systems

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**CIP 52.0402**

**Office Systems Requirements ..... 27 hrs**

BPA 215 Business Communication  
BPA 235 Records Management  
BPA 360 Principles of Office Administration  
ENG 101 Composition  
ENG 102 Composition and Research  
OSY 120 Introduction to Information Processing  
OSY 210 Word Processing  
OSY 214 Office Information Systems  
OSY 315 Office Systems Applications

**Business Electives ..... 3 hrs**

**Total Office Systems Requirements ..... 30 hrs**  
(An 2.00 overall GPA is required.)

**Advertising Minor ..... 24 hrs**  
MGT 350 or upper-level MKT course; MKT 360 and 463; JMC 394, 417, 426, 439, and 456. Six of 24 hours must be upper-level courses completed in residence at Murray State University.

**Business Administration Minor ..... 24 hrs**  
ACC 200, 201; CSC 199; ECO 230, 231; FIN 330; MGT 350; and MKT 360. Six hours must be upper-level courses completed in residence at Murray State University.

**Management Minor ..... 21 hrs**  
ACC 200, 201; MGT 350; and 12 hours of approved management electives, at least three hours of which must be upper-level. Six of 21 hours must be upper-level courses completed in residence at Murray State University.

**Marketing Minor ..... 21 hrs**  
ACC 200, ECO 231, MKT 360; and 12 hours of approved marketing electives, at least three hours of which must be upper-level. Six of 21 hours must be upper-level courses completed in residence at Murray State University.

**Office Systems Minor ..... 24 hrs**  
BPA 215, 235, 360, OSY 120 or CSC 199, OSY 210, 214, 315, and 320. Six hours must be upper-level courses completed in residence at Murray State University.

**Real Estate Minor ..... 21 hrs**  
RES 132, 242, six hours of real estate electives and nine hours of approved business electives, at least six hours of which must be upper-level. Six of 21 hours must be upper-level courses completed in residence at Murray State University.

**Department of Organizational  
Communication**

312 Wilson Hall  
270-809-4483  
orgcom@murraystate.edu

**Chair:** Steve Cox. **Faculty:** Bokeno, Booth, Coleman, Gesler, Tillson.

The Department of Organizational Communication offers programs leading to either the Bachelor of Arts or the Bachelor of Science degree. The major offered is organizational communication.

Organizational communication is the study of strategic communication processes and skills that create successful organizations. Because *organizing* people to work together depends upon effective *communicating*, the organizational communication major provides professional development for a wide variety of careers.

Students learn methods for assessing communication problems, designing communication processes, and improving communication quality in organizations. Students develop skills in managerial communication teamwork, leadership, interpersonal communication, conflict resolution, public speaking, training, and decision-making; as well as other communication-based competencies. Because all employers seek employees who can build relationships, promote ideas, guide teams, facilitate collaboration, and provide leadership, graduates are highly marketable and successful.

The major is compatible with all fields of study allowing students to select a minor that best fits their personal interests and goals (e.g., marketing, management, advertising, psychology, Spanish, math, biology, English, or youth and non-profit leadership). The department also offers a minor in organizational communication.

The total number of credit hours earned in business courses (ACC, BPA, CIS, FIN, MGT, MKT, OSY, RES, LST 240, LST 540) cannot exceed 25 percent of total curriculum requirements.

The Department of Organizational Communication requires that a 2.50 grade point average (GPA) must be maintained in any or all COM majors or minors in order to receive a degree from Murray State University. A student failing to maintain a 2.50 will not be permitted to take new courses in the department until the GPA reaches or exceeds 2.50.

The department offers a limited number of assistantships/scholarships.

**Graduate Degrees**

Programs leading to the Master of Arts and Master of Science degrees are offered. The Master of Arts requires 34 hours and a Master of Science requires 31 hours. A thesis option is offered with the Master of Arts. For further details see the *Graduate Bulletin*.

**Major:  
Organizational Communication**

**Bachelor of Arts/Bachelor of Science Degree  
CIP 09.0901**

**University Studies Requirements ..... 43-49 hrs**  
(see Chapter 4, University Studies Requirements)

University Studies selections must include:

- Communication and Basic Skills:*  
COM 161 Introduction to Public Speaking

**Required Courses ..... 31 hrs**

- COM 099 Freshman Orientation
- COM 201 Communication Foundations and Theory
- COM 353 Team Communication and Leadership
- COM 361 Career Presentations<sup>1</sup>
- or
- COM 461 Persuasive Communication<sup>1</sup>
- COM 381 Interpersonal Communication
- COM 384 Communication Skills for Professionals
- COM 385 Organizational Communication
- COM 387 Intercultural Communication
- COM 390 Communication Research
- COM 409 Seminar in Communication
- COM 585 Advanced Organizational Communication

**Required Electives<sup>2</sup> ..... 6 hrs**

*Select from the following:*

- BPA 215 Business Communication
- COM 357 Communication and Critical Thought
- COM 361 Career Presentations<sup>1</sup>
- COM 461 Persuasive Communication<sup>1</sup>
- COM 481 Conflict and Communication
- COM 488 Cooperative Education/Internship
- COM 489 Cooperative Education/Internship
- COM 499 Contemporary Issues in Communication
- COM 553 Advanced Team Communication and Leadership
- COM 557 Organizational Learning and Dialogue
- COM 581 Seminar in Interpersonal Communication
- COM 599 Internship
- ENG 325 Professional Technical Writing
- ENG 328 Standard English Usage
- MGT 350 Fundamentals of Management
- MGT 550 Human Resources Management
- MGT 572 Organizational Development
- MKT 360 Principles of Marketing
- YNL 290 Trends and Issues in Youth and Human Services
- YNL 350 Program Administration in Youth and Human Service Organizations

**Required Minor ..... 21 hrs**

**Unrestricted Electives ..... 13-19 hrs**

**Total Curriculum Requirements ..... 120 hrs**

<sup>1</sup>Majors must take either COM 361 or COM 461 as a required course. The remaining course can also be taken as a required elective towards the major.

<sup>2</sup>A maximum of 3 hours may be chosen with advisor approval from courses not on the list.

**Organizational Communication Minor ..... 24 hrs**

COM 201, 381, 384, 385, 390, 409 and 6 hours of restricted electives from the following: COM 353, 357, 361, 387, 461, 481, 557, 585; BPA 215; ENG 325, 328; MGT 350; MKT 360. (Three hours may be other courses if approved by minor advisor.) Six hours must be upper-level courses completed in residence at Murray State University.