

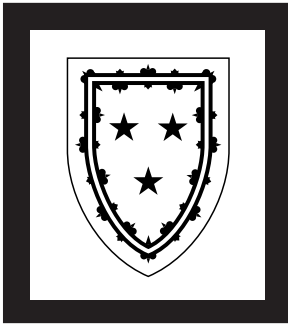
# College of Business and Public Affairs

## Graduate Programs

Business Administration (M.B.A.)	37
Information Systems	41
Economics	41
Mass Communications	42
Organizational Communication	43
Telecommunications Systems Management	44

## Academic Departments

Accounting	39
Computer Science and Information Systems	40
Economics and Finance	41
Journalism and Mass Communications	42
Management, Marketing and Business Administration	42
Organizational Communication	43



## College of Business and Public Affairs

**Timothy S. Todd, Dean**

**Gerry N. Muuka, Associate Dean/Graduate Coordinator**

**Business Building, Room 109 (270) 809-6970**

**cbpa@murraystate.edu**

The College of Business and Public Affairs offers six graduate degree programs: the Master of Business Administration (M.B.A), offered through the Arthur J. Bauernfeind Graduate Program in Business Administration; the Master of Science in Information Systems; the Master of Science in Economics; the Master of Arts or Science in Mass Communications; the Master of Arts or Science in Organizational Communication; and the Master of Science in Telecommunications Systems Management. These programs prepare graduates for a variety of challenging and rewarding careers in industry, private enterprise, governmental agencies, and not-for-profit organizations.

The university began offering programs in business and public affairs in 1935. The College of Business and Public Affairs was formed in 1966. The Department of Journalism and Mass Communications and the Department of Organizational Communication were added in 2000. Both the undergraduate business and M.B.A programs are accredited by AACSB-International—The Association to Advance Collegiate Schools of Business. Undergraduate business programs were first accredited by AACSB in 1976, while the M.B.A has been AACSB accredited since 1981.

**Faculty.** The primary resource in graduate programs is the teaching faculty. The graduate faculty of the college give a high priority to excellence in teaching and research activities in support of teaching. Since 1967, the faculty have published in the college's professional journal, *Journal of Business and Public Affairs*, and in many other national and international professional and scholarly journals. Enrollment in most graduate courses ranges from 10 to 25 students, enhancing close student-faculty relations.

**Computer facilities.** Students at Murray State University have varied and extensive access to computing resources. The university's Computing and Information Services Center, located in the Martha Layne Collins Center for Industry and Technology, houses an IBM 2003 Model 106 mainframe computer. In addition to this systems' administrative support role, faculty, staff and students may also utilize this computer on a no charge individual account basis. There are also a number of open microcomputer labs located in buildings and dorms across campus available for use on a first come, first serve basis.

The College of Business and Public Affairs maintains seven individual labs with approximately 180 Pentium class microcomputers within the College's building complex. There is also a 17-station Macintosh lab in Wilson Hall. Each of these labs is fully networked with in-house multi-server support and all are linked to the fiber optic backbone on campus providing high-speed access to both on-campus and off-campus information resources. The College continuously upgrades the hardware and software in its facilities to keep pace with state of the art technology and

through numerous course offerings, provides in-depth instruction on the use of many of the most popular software suites and applications.

Additionally, all students attending Murray State University are provided personal email accounts and, at their request, may be assigned web server space to develop and host a personal web page. Students living in the dorms have direct network access through high speed local area networks similar to those found in the microcomputer labs located on campus. Those individuals choosing to live off-campus may gain access to collegiate resources by dialing into the University's network.

**Library services.** The Murray State University library system provides access to information essential for teaching and research. Of the library's 960,000 resources, more than 30,000 volumes focus specifically on business topics. The library subscribes to over 350 business-specific journals in print, and has access to 4,500 business-specific publications full text electronically. In addition to the electronic catalog of monographic materials, the library subscribes to over 50 databases including EBSCO's Business Source Premier, ProQuest's Computing and Career and Technical Education, the National Bureau of Economic Research, and Regional Business News. These five databases provide access to at least 20 years worth of 8,740 publications, some 10,000 company profiles and 1,700 industry profiles. Remote access to the library's electronic collections is available via proxy server.

**Placement service.** The college works closely with the university Career Services Office. A number of national corporations, governmental agencies, not-for-profit organizations, and regional organizations regularly visit the campus to interview qualified candidates.

**Bureau of Business and Economic Research.** The Bureau of Business and Economic Research provides research services to business, community organizations and government agencies in Kentucky. In addition, the Bureau maintains a web-based data set that contains information on education and economic statistics for West Kentucky. The website also contains bureau research reports and newsletters. This can be accessed through the college's website.

**Murray State Small Business Development Center.** The principal function of the Murray State SBDC is to provide technical assistance to small businesses throughout the region. Paid consulting opportunities are available to full-time graduate students

**Arthur J. Bauernfeind Graduate  
Program in Business Administration**

270-809-6970  
cbpa@murraystate.edu  
Henderson - Mickey Johnson  
270-926-0149

The graduate program leading to the Master of Business Administration (M.B.A.) degree for full-time students is offered during the day and evening at Murray. The same program is offered in the evening for part-time students at Murray, Paducah, Henderson, and Hopkinsville.

The M.B.A. program is offered jointly by the departments within the college. It is designed to qualify graduates for creative leadership positions in a complex and ever-changing business environment. Primary emphasis is placed on the analysis of business problems, the determination of business policies and the development of the skills and mature judgment necessary for competent management.

The broad integrated curriculum provides each student with an understanding of the major facets of domestic and international business operations including work in the theoretical and historical foundations of business, quantitative controls and information systems and decision making, research methodology, decision-making through the development of advanced functional skills, and the socio-political environment of business. Opportunity is provided for a moderate degree of specialization through the choice of graduate electives selected. The accounting option requires additional foundation courses and all graduate electives to be taken in accounting. There is no comprehensive examination or thesis requirement. However, the capstone course, MGT 656, can be taken only after completion of at least 18 hours of graduate course work.

**Requirements for Admission**

Applicants must meet Murray State University requirements (see Chapter 2). Additional requirements for unconditional and conditional admission are as follows.

**Unconditional**

An applicant must attain an acceptable score using the following formulas that combine the undergraduate grade point average (UGPA) and the score on **either** the Graduate Management Admission Test (GMAT) or the Graduate Record Examination (GRE).

All applicants, including those with GPAs of 3.0 and above, must take either the GMAT and achieve a minimum score of 400, or the GRE and achieve a minimum score of 600. Applicants with undergraduate GPAs of less than 3.0 on the 4.0 scale need GMAT scores that are higher than 400, or GRE scores higher than 800.

For unconditional admission to the program, an applicant must satisfy one of two formulas:

**GMAT Users:**  $(200 \times \text{UGPA}) + \text{GMAT} \geq 1,000$

**GRE Users:**  $(200 \times \text{UGPA}) + \text{GRE} \geq 1,400$

(Combined quantitative and verbal sections only)

An alternative formula is used if an applicant's grade point average on the last 60 semester hours (LPGA) of undergraduate work is 0.25 points or more above the applicant's overall UGPA:  $200 \times (\text{LPGA} - 0.25) + \text{GMAT} > 1,000$  if they take

An applicant whose native language is not English or who did not graduate from an English-speaking college or university must satisfy the above requirements, meet all admission requirements specified in the international student admission

section of this bulletin, and score a minimum of 20 in each of the four areas examined in the new TOEFL, ie. writing, reading, listening, and speaking.

**Conditional**

An applicant who has not taken the GMAT or GRE will be granted conditional admission to the M.B.A. program if the applicant's UGPA is at least 2.75 (on a 4.00 scale), or if the applicant's LGPA is at least 3.00. This student must take the GMAT/GRE within two months of receiving the conditional admission letter. A student who is conditionally admitted may enroll in foundation courses (see below) but may not enroll in 600 level courses without a special waiver from the assistant dean/MBA director. International students are not usually admitted conditionally, meaning they must take and pass the GMAT or GRE before coming to the United States.

**Master of Business Administration**

CIP 52.0101

**ACCREDITED BY:**

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

**NON-THESIS TRACK ONLY**

The M.B.A. curriculum requirements are divided into two parts: (1) foundation courses and (2) graduate courses.

The foundation courses are undergraduate courses designed to form a base upon which the student can build in the graduate phase of the program. A student who has satisfactorily completed one or more equivalent courses will be given a waiver for previous work. A minimum grade of *C* is required to satisfy each foundation course.

**Foundation Courses**

		<b>Level I</b>	<b>Hours</b>
ACC	490	Survey of Accounting	3
		<b>-or-</b>	
ACC	200	Principles of Financial Accounting	<b>-and-</b> 3
ACC	201	Principles of Managerial Accounting	3
ECO	500	Foundations of Economic Analysis	3
		<b>-or-</b>	
ECO	230	Principles of Macroeconomics	<b>-and-</b> 3
ECO	231	Principles of Microeconomics	3
MAT	220	Business Calculus	3 3
		<b>Level II</b>	
BPA	355	Information Systems and Decision Making <sup>1</sup>	3 3
FIN	330	Principles of Finance	3 3
MGT	350	Fundamentals of Management	3 3
MKT	360	Principles of Marketing	3 3
		<b>Level III</b>	
CIS	443	Business Statistics III <sup>2</sup>	<u>3</u> <u>3</u>
		<b>Total Hours<sup>3</sup></b>	<b>24 30</b>

<sup>1</sup> A student with a weak background in computers should take CSC 199 or an equivalent course before enrolling in BPA 355. ACC 308 may substitute for BPA 355.

<sup>2</sup> A student with a weak background in statistics may prefer to enroll in CIS 243 and/or 343 before enrolling in CIS 443.

<sup>3</sup> All foundation courses must be completed by the time a student finishes 15 hours of graduate course work.

**Total Course Requirements..... 30 hours**

- ACC 604 Quantitative Financial Controls
- CIS 653 Management Science for Managerial Decision Making
- ECO 625 Managerial Economics
- FIN 602 Corporate Finance
- MGT 651 Seminar in Organizational Behavior
- MGT 656 Seminar in Strategic Management
- MKT 667 Marketing Planning and Application
- Electives (9 hrs)

**Note:** All electives must be selected with the approval of the M.B.A. director. At least six hours must be taken at the 600-level. No foundation course may be used as an M.B.A. elective.

**Other Degree Requirements**

In order to receive the degree, a candidate must earn a minimum grade point average of 3.00 on all graduate courses taken at Murray State University. Repeating a graduate course does not cancel a previous grade in the course. A candidate may not repeat a course in which a previous grade of *A* or *B* was earned for credit.

A minimum grade of *C* is required to receive credit for a graduate course.

No more than one *C* will be accepted in fulfillment of the seven M.B.A. core courses.

A candidate is awarded one “quality deficit point” for each grade of *C* received, two points for each *D*, and three points for each *E*. Upon receipt of four quality deficit points, a candidate is dropped from the program without opportunity for readmission except by special permission. (Also see Scholastic Probation, Chapter 2.)

A maximum of nine semester hours of graduate credit taken at another institution may be transferred toward the fulfillment of core courses or electives, provided that the course was not used to complete another degree, that a grade of *B* or better was earned, and that a 3.00 grade point average is earned in Murray State graduate courses. Transfer courses must fall within the eight-year time limit allowed for completion of the master’s degree.

Foundation courses may be completed at Murray State University or at any regionally accredited four-year institution or recognized foreign institution, before or after acceptance into the program. Only the 100- and 200-level foundation courses may be completed at a community or junior college.

During the fall and spring semesters, a candidate may take a maximum of 12 credit hours of graduate work or 15 credit hours if at least three hours are foundation work. The maximum load during each five week summer session is seven hours.

A student may fulfill a foundation course by passing a proficiency test. A proficiency test may be taken only once per course. There is a fee for taking the test. Call the assistant dean’s office (270-809-6970) to schedule each proficiency test.

A candidate who reapplies after a period of inactivity of 36 months will be subject to the degree requirements in effect at the time of reapplication.

A few applicants who have taken the GMAT or GRE and are denied admission may subsequently be admitted by a special admissions process on the basis of significant work experience or other extraordinary credentials.

**Master of Business Administration  
Accounting Option**

CIP 52.0101

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**NON-THESIS TRACK ONLY**

The M.B.A. accounting option curriculum requirements are divided into three parts: (1) foundation courses, (2) undergraduate accounting courses and (3) graduate courses.

The undergraduate courses are designed to form a base upon which the student can build in the graduate phase of the program. A student who has satisfactorily completed one or more equivalent courses will be given a waiver for previous work. A minimum grade of *C* is required to satisfy each undergraduate course.

**Foundation Courses**

		<u>Level I</u>	<u>Hours</u>
ACC	490	Survey of Accounting	3
		-or-	
ACC	200	Principles of Financial Accounting	3
		-and-	
ACC	201	Principles of Managerial Accounting	3
ECO	500	Foundations of Economic Analysis	3
		-or-	
ECO	230	Principles of Macroeconomics	3
		-and-	
ECO	231	Principles of Microeconomics	3
MAT	220	Business Calculus	3 3
		<u>Level II</u>	
BPA	355	Information Systems and Decision Making <sup>1</sup>	3 3
FIN	330	Principles of Finance	3 3
MGT	350	Fundamentals of Management	3 3
MKT	360	Principles of Marketing	3 3
		<u>Level III</u>	
CIS	443	Business Statistics III <sup>2</sup>	3 3
		<b>Total Hours<sup>3</sup></b>	<b>24 30</b>

<sup>1</sup> A student with a weak background in computers should take CSC 199 or an equivalent course before enrolling in BPA 355. ACC 308 may substitute for BPA 355.

<sup>2</sup> A student with a weak background in statistics may prefer to enroll in CIS 243 and/or 343 before enrolling in CIS 443.

<sup>3</sup> All foundation courses must be completed by the time a student finishes 15 hours of graduate course work.

**Undergraduate Accounting Courses**

- 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

**Total Course Requirements..... 30 hours**

- ACC course 600 level (3 hours)\*
- CIS 653 Management Science for Managerial Decision Making
- ECO 625 Managerial Economics
- FIN 602 Corporate Finance
- MGT 651 Seminar in Organizational Behavior

- MGT 656 Seminar in Strategic Management
- MKT 667 Marketing Planning and Application

*Electives to be selected from the following:*

(Two courses must be at 600-level)

- ACC 500 Advanced Accounting
- ACC 501 Accounting for Governmental and Nonprofit Entities
- ACC 502 Advanced Income Tax
- ACC 503 Cost Management in the Global Economy
- ACC 586 International Experience in Accounting
- ACC 602 Tax Planning and Research
- ACC 604 Quantitative Financial Controls
- ACC 605 Corporate Governance and Accounting Ethics
- ACC 606 Auditing Theory and Practice
- ACC 608 Seminar in Accounting Information Systems
- ACC 609 Issues in Corporate Financial Reporting
- BPA 540 Legal Obligations of Business

**Note:** All electives must be selected with the approval of the M.B.A. director. At least six hours must be taken at the 600 level. No foundation course may be used as an M.B.A. elective.

\*The M.B.A. option in Accounting consists of 12 hours of graduate-level accounting courses, nine hours of which must be at the 600 level.

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## Master of Business Administration E-Business Option

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CIP 52.0101

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### NON-THESIS TRACK ONLY

#### Required Undergraduate Courses

- CIS 307 Decision Support Technologies
- Approved programming language course (3 hrs)

#### Total Course Requirements..... 30 hours

- ACC 604 Quantitative Financial Controls
- CIS 653 Management Science for Managerial Decision Making
- ECO 625 Managerial Economics
- FIN 602 Corporate Finance
- MGT 651 Seminar in Organizational Behavior
- MGT 656 Seminar in Strategic Management
- MKT 667 Marketing Planning and Application

#### E-Business Courses

- CIS 609 Data Warehousing and Data Mining  
or
- MKT 685 Business Geographics for Managers
- CIS 507 Fundamentals of Distributed Database Applications
- MKT 675 Marketing Applications in E-Business

#### Other Degree Requirements

In order to receive the degree, a candidate must earn a minimum grade point average of 3.00 on all graduate courses taken at Murray State University. Repeating a graduate course does not cancel a previous grade in the course. A candidate may not

repeat a course in which a previous grade of **A** or **B** was earned for credit.

A minimum grade of **C** is required to receive credit for a graduate course. No more than one **C** will be accepted in fulfillment of the seven M.B.A. core courses.

A candidate is awarded one “quality deficit point” for each grade of **C** received, two points for each **D**, and three points for each **E**. Upon receipt of four quality deficit points, a candidate is dropped from the program without opportunity for readmission except by special permission. (Also see Scholastic Probation, Chapter 2.)

A maximum of nine semester hours of graduate credit taken at another institution may be transferred toward the fulfillment of core courses or electives, provided that the course was not used to complete another degree, that a grade of **B** or better was earned, and that a 3.00 grade point average is earned in Murray State graduate courses. Transfer courses must fall within the eight-year time limit allowed for completion of the master’s degree.

Foundation courses may be completed at Murray State University or at any regionally accredited four-year institution or recognized foreign institution, before or after acceptance into the program.

Only the 100- and 200-level foundation courses may be completed at a community or junior college.

During the fall and spring semesters, a candidate may take a maximum of 12 credit hours of graduate work or 15 credit hours if at least three hours are foundation work. The maximum load during each five week summer session is seven hours.

A student may fulfill a foundation course by passing a proficiency test. The proficiency test may be taken only once per course. Call the assistant dean’s office (270-809-6970) to schedule each proficiency test. There is a fee for taking the test.

A candidate who reapplies after a period of inactivity of 36 months will be subject to the degree requirements in effect at the time of reapplication.

A few applicants who have taken the GMAT or GRE and are denied admission may subsequently be admitted by a special admissions process on the basis of significant work experience or other extraordinary credentials.

For additional information, request an *M.B.A. Program Information Bulletin* from the M.B.A. director.

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## Department of Accounting

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

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Graduate courses offered in the Department of Accounting support the previously described M.B.A. and M.B.A./Accounting option.

Most states require students to obtain 150 college credit hours and a baccalaureate degree to sit for the Certified Public Accountant (C.P.A.) examination. While the state of Kentucky now allows students with a baccalaureate degree and 120 college credit hours to take the exam, 150 college credit hours must still be earned before a license to practice as a C.P.A will be granted. The M.B.A. and M.B.A./Accounting option enable students to meet this requirement and provide additional coursework that facilitates successful completion of the C.P.A licensure exam as well as other accounting certification examinations.

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## Master of Professional Accountancy

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CIP 52.0301

This program has been suspended and no new students are being admitted. For current program information, contact the chair of the department.

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## Department of Computer Science and Information Systems

Chair - Victor Raj  
Graduate Coordinator - Solomon Antony  
652 Business Building  
270-809-2094  
csis@murraystate.edu

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## Master of Science in Information Systems

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CIP 52.1201

The Master of Science in Information Systems prepares individuals for management careers in the vast and growing field of information systems. This field includes such diverse areas as software development, information management, data analysis, information security, information systems architecture, system planning and systems analysis, to name a few. According to the Bureau of Labor and Statistics "employment of computer and information systems managers is expected to grow much faster than the average for all occupations through the year 2012. Technological advancements will boost the employment of computer-related workers; as a result, the demand for managers to direct these workers also will increase...Opportunities for obtaining a management position will be best for workers possessing an MBA with technology as a core component, or a management information systems degree, advanced technical knowledge, and strong communication and administrative skills." (<http://stats.bls.gov/oco/ocos258.htm>).

The curriculum consists of seven core courses and three elective courses. This structure prepares the student for both depth and breadth in the information systems field. A sound foundation in business and information systems is expected prior to beginning the program. (See foundation courses and skill requirements listed below.)

Upon successful completion, graduates can move into careers as information systems managers, business analysts, software architects, college-level instructors, information systems auditors, project managers, consultants etc. based on individual strengths, skills and inclination.

### Requirements for Admission

Applicants must meet the Murray State University requirements (see Chapter 2). Additional information about unconditional and conditional admission follows.

### Unconditional

Applicants with any 4-year undergraduate degree can apply for the program. The Master of Science in Information Systems program admission committee will evaluate each application packet and determine the applicant's potential for success in the graduate program. The complete application packet in-

cludes a) official undergraduate transcript, b) official GRE (or GMAT) score report, c) three letters of recommendation from supervisors or college professors, d) a current resume, and e) an essay in English that describes life experiences depicting leadership skills; life experiences depicting creative ability; and the student's knowledge of business and/or information technology skills.

International students must submit TOEFL scores also. University TOEFL score requirements will apply to the M.S. in Information Systems also. There is no specific deadline for applications. The committee will review complete applications as and when they are received.

### Conditional

Conditional admission into the program may be granted to those not qualifying for unconditional admission if the potential to succeed is demonstrated. A student may be admitted to full standing after completion of one semester (nine hours) of satisfactory work including prerequisites, with the recommendation of the graduate coordinator.

### Foundation Courses and Skills<sup>1</sup>

ACC	490	Survey of Accounting <sup>2</sup>
CIS	317	Principles of Information Systems Analysis and Design
CIS	343	Business Statistics II <sup>3</sup>
CIS	407	Advanced Database Management Systems
CSC	332	Visual Basic Programming II <sup>4</sup>
FIN	330	Principles of Finance

### NON-THESIS TRACK ONLY

#### Total Course Requirements..... 30 hours

ACC	604	Quantitative Financial Controls
CIS	609	Data Warehousing and Data Mining
CIS	650	Software Methodologies
CIS	645	Decision Support and Expert Systems
CIS	695	Comprehensive Project in Computer Information Systems
CSC	510	Data Communication and Networking
TSM	603	Telecommunications Project Management
Approved electives (9 hrs)		

Electives can be chosen from graduate level courses in TSM or math or other business disciplines. All electives must be approved by the program director.

### Other Degree Requirements

In order to receive the degree, a candidate must earn a minimum grade point average of 3.00 on all graduate courses taken at Murray State University. Repeating a graduate course does not cancel a previous grade in the course.

A minimum grade of **C** is required to receive credit for a graduate course. No more than one **C** will be accepted in fulfillment of the seven core courses.

For additional information, please contact the program's graduate coordinator.

<sup>1</sup>On evaluation of the student's academic qualifications and work experience, the program director may waive the requirement of one or more foundation courses.

<sup>2</sup>Or ACC 200 and ACC 201.

<sup>3</sup>Or MAT 135.

<sup>4</sup>Or equivalent programming knowledge in another object-oriented language.

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**Department of Economics  
and Finance**

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

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In addition to supporting the M.B.A. program and other graduate programs, the Department of Economics and Finance offers the master of science degree in economics with two options. The first has a traditional M.S. in economics curriculum under which the student, subject to the judgment of the graduate coordinator, has a relatively wide choice of electives. The second option allows the student to take a concentration of courses in finance. Both options are designed to prepare a student for further study at the doctoral level, or to qualify a student for a variety of career positions in business, government, and private agencies, or to prepare students for teaching at the community and junior college level.

**Requirements for Admission**

Applicants must meet the Murray State University requirements (see Chapter 2). Additional information about unconditional and conditional admission is following.

**Unconditional**

Admission into the M.S. in economics program is open to persons with (1) an acceptable undergraduate grade point average (normally 2.5 on a 4.00 scale), and (2) an acceptable score on the Graduate Management Admission Test (GMAT) or on the Graduate Record Examination (GRE) (normally at least 50th percentile on the quantitative portion and 10th percentile on the verbal section), and (3) an undergraduate minor in economics or its equivalent.

The applicant's overall record, including undergraduate training, experience, and GMAT or GRE score, will be evaluated by the department graduate coordinator to determine the prospective student's suitability for graduate work in economics.

**Conditional**

Admission into the M.S. in economics program may be granted to an individual not qualifying for unconditional admission if the individual demonstrates the potential to succeed. A conditional student may be admitted to full standing after completion of one semester (nine hours) of satisfactory work including prerequisites, with the recommendation of the M.S. graduate coordinator.

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**Master of Science in Economics**

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CIP 45.0601

**NON-THESIS TRACK**

**Total Course Requirements..... 30 hours**

- ECO 630 Macroeconomic Theory
- ECO 631 Microeconomic Theory
- ECO 680 Quantitative Methods of Economics and Business
- ECO 685 Econometrics
- or-**
- ECO 690 Forecasting for Business and Government
- ECO elective, 500 or 600 level (6 hrs)

- ECO elective, 600 level (3 hrs)
- Approved elective, 600 level<sup>1</sup> (3 hrs)
- Approved electives, 500 or 600 level<sup>1</sup> (6 hrs)

**Other Degree Requirements**

- Minimum grade of **B** in both ECO 630 and ECO 631.

**THESIS TRACK**

**Total Course Requirements.....30 hours**

Same as above with the following substitutions:

- ECO 698-699 Thesis
- ECO elective, 500 or 600 level..... decrease to 3 hrs
- Delete ECO elective, 600 level (3 hrs)

**Other Degree Requirements**

- Oral exam over the thesis.
  - Minimum grade of **B** in both ECO 630 and ECO 631.
- <sup>1</sup>No more than one elective (3 hrs) may be taken in any one of the following disciplines: accounting, computer and information systems, management, marketing, or office systems.

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**Master of Science in Economics  
with Emphasis in Finance**

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CIP 45.0601

**NON-THESIS TRACK**

**Total Course Requirements.....30 hours**

- ECO 630 Macroeconomic Theory
- ECO 631 Microeconomic Theory
- ECO 680 Quantitative Methods of Economics and Business
- ECO 685 Econometrics
- or-**
- ECO 690 Forecasting for Business and Government
- ECO electives, 500 or 600 level (6 hrs)
- Approved FIN electives, 500 or 600 level (6 hrs)
- Approved FIN electives, 600 level (6 hrs)

**Other Degree Requirements**

- Minimum grade of **B** in both ECO 630 and ECO 631.

**THESIS TRACK**

**Total Course Requirements.....30 hours**

Same as above with the following substitution:

- ECO 698-699 Thesis
- Delete ECO electives, 500 or 600 level (6 hrs)

**Other Degree Requirements**

- Oral exam over the thesis.
- Minimum grade of **B** in both ECO 630 and ECO 631.

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**Master of Arts in Education (Secondary  
Education) with Economics Specialization**

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CIP 13.1205

Students seeking the M.A.Ed. in secondary education (see Chapter 5) may complete an economics specialization with 12 hours of 500 or 600 level economics courses.

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**Department of Journalism  
and Mass Communications**

Chair - Bob Lochte  
Graduate Coordinator - Celia Wall  
114 Wilson Hall  
270-809-2387  
jmc@murraystate.edu

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The Department of Journalism and Mass Communications offers the master of arts and the master of science in mass communications. The objectives of the graduate program are: 1) to prepare graduate students for positions in mass communications and research; 2) to provide a foundation for study at the doctoral level; and 3) to prepare graduate students for teaching mass communications at the college level.

**Requirements for Admission**

Applicants must meet the Murray State University requirements (see Chapter 2). Additional requirements follow.

**Unconditional**

Unconditional admission is granted to applicants who have a bachelor's degree from an ACEJMC-accredited, or similarly rigorous, program in any mass communications field; and whose undergraduate GPA is 2.75 or higher. International students must submit TOEFL scores of at least 213 computer-based test, including at least 21 on each of the three verbal areas, or 20 in each of the four areas of the Internet-based test in addition to the above requirements.

**Conditional**

Conditional admission *may* be granted to applicants who have a bachelor's degree from an accredited college or university in fields other than mass communications; or whose undergraduate GPA is between 2.50 and 2.74. The graduate coordinator may require up to nine (9) hours of additional prerequisite courses, including JMC 599, for any student admitted conditionally. Conditional students are admitted to full standing after completion of nine (9) hours of graduate course with a 3.0 GPA or better and no single grade below a *B*.

International students entering the JMC program from the Murray State University English as Second Language program (ESL) must complete Level 6 AND students must submit TOEFL scores of at least 213 computer-based test, including at least 21 on each of the three verbal areas, or 18 in each of the four areas of the Internet based test in addition to the above requirements.

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**Master of Arts or Master of Science  
in Mass Communications**

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CIP 09.0101

**NON-THESIS TRACK ONLY**

**Total Course Requirements .....30 hours**

- JMC 515 History of U.S. Journalism and Broadcasting
- or-
- JMC 600 Seminar in International Mass Communication
- and-
- JMC 630 Theories of Mass Communications
- JMC 648 Mass Media Industries
- JMC 660 Methods of Communications Research
- JMC 670 Philosophical and Ethical Concepts of the Mass Media

JMC 690 Comprehensive Project

*Three courses chosen from the following:*

- JMC 515 History of U.S. Journalism and Broadcasting
- JMC 558 New Media Technologies
- JMC 560 Alternative Media Criticism
- JMC 585 Specialized Journalism/Radio TV I
- JMC 586 Special Topics
- JMC 600 Seminar in International Mass Communications
- JMC 601 Media, Culture, Gender and Race
- JMC 602 Seminar in Advertising
- JMC 603 Seminar in Public Relations
- JMC 622 JMC Study Abroad
- JMC 677 Directed Individual Study
- JMC 668 Critical Analysis of Mass Media

Elective, 500 or 600 level  
(as approved by graduate coordinator)

**Other Degree Requirements**

- The semester before enrolling in JMC 690, the student must meet with the graduate coordinator, present a proposal for the project, and gain approval of the proposal.
- At least 18 total hours must be at the 600-level.
- For the master of arts degree only, the candidate must demonstrate competency in an approved foreign language.

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

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

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The graduate courses taught by the Department of Management, Marketing and Business Administration support the previously described M.B.A. program and other graduate programs.

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**Master of Arts in Education  
(Secondary Education) with  
Business and Marketing Specialization**

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CIP 13.1205

Students seeking the M.A.Ed. in secondary education (see Chapter 5) may complete a business and marketing specialization with 12 hours of 500 or 600 level courses. Courses must be planned and approved by a business education advisor. BED 610, Foundations of Business and Marketing Education, is required as one of the courses.

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**Department of  
Organizational Communication**

Chair - Steve Cox  
Graduate Coordinator - Edward Brewer  
312 Wilson Hall  
270-809-4483

orgcom@murraystate.edu

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The Department of Organizational Communication offers the Master of Arts and Master of Science degrees in organizational communication. Graduate study in organizational communication prepares students for effective membership, humane management, and prudent leadership in organizations. Coursework focuses on various organizational, interpersonal, and small group communication processes vital to personal and organizational success. Students acquire advanced communication knowledge and skills in such areas as conflict resolution, managerial communication, leadership, customer relations, team communication, organizational change, healthcare communication, persuasion, intercultural communication, training, and organizational learning.

The program, which is theoretically and experientially oriented, provides students with course offerings allowing in-depth study and opportunity to pursue individual interests. Coursework is designed for both focused study and maximum flexibility to meet the unique career goals of each student. The program prepares individuals (1) to enter areas of business, industry, government, and nonprofit administration, where knowledge of and competence in communication are essential; (2) to enter other vocations where communication is of prime importance (e.g. the ministry, law, public service); (3) to continue study of communication at the doctoral level; and (4) to teach organizational communication at the college level. Recent degree options in organizational communication and the innovative “Weekender” master’s degree in organizational communication reflect the department’s commitment to respond to regional needs.

**Weekender Program**

Courses are taught in a unique weekend format to meet the needs of employed professionals who are seeking advancement, desiring additional professional development, or considering a career change. Typical weekend courses meet five times during the semester, with the first meeting on a Friday evening and the final meeting on a Saturday. The middle three weekends meet Friday evening from 5 to 9 p.m. and Saturday from 9 a.m. to 5 p.m. A schedule of alternate weekends allows students to take up to two weekend courses per semester. Students often supplement weekend courses with departmental independent study courses. Additional evening courses are offered for those students who can attend. Students can also take approved graduate level electives offered by other departments, many of which are delivered through ITV or taken online. The entire program can be finished through weekend and independent directed study courses.

**Requirements for Admission**

Applicants must meet the Murray State University requirements (see Chapter 2). Additional departmental requirements are as follows:

**Unconditional**

- An overall GPA of 3.0 in the last two years of undergraduate work with at least a minor in communication, business, or related field.

**Conditional**

- An undergraduate GPA of at least 2.50.  
Conditional students may be required to complete certain undergraduate courses before beginning the program. After beginning the program, conditional students will undergo a review after their first nine hours and are admitted to full standing after completion of **B** or better work and approval of the graduate program coordinator.

International students entering the organizational communication program from the Murray State University English as a Second Language (ESL) program must have completed Level 6 and must score at least 18 in each test area on the TOEFL Internet-based test, a 500 on the TOEFL paper-based test or 178 on the computer-based test. International students who have not completed the ESL program must score at least 18 in each test area on the TOEFL Internet-based test, a 550 on the TOEFL paper-based test or 213 on the computer-based test.

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**Master of Arts in  
Organizational Communication**

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CIP 09.0901

**THESIS TRACK**

**Total Course Requirements.....34 hours**

- COM 585 Advanced Organizational Communication  
(if not taken for undergraduate degree)
- COM 645 Foundations of Organizational  
Communication
- COM 672 Communication in Instructional  
Environments (required of laboratory  
assistants only)
- COM 685 Seminar in Organizational Communication
- COM 690 Research Methods in Organizational  
Communication
- COM 692 Research Practice
- COM 693 Readings in Communication Research
- COM 698-699 Thesis
- Approved COM electives, 600 level
- Approved electives, 500 or 600 level (3-6 hrs)

**Other Degree Requirements**

- Oral defense of the thesis.
- Written and oral examinations designed to facilitate integrative learning.

**NON-THESIS TRACK**

**Total Course Requirements.....34 hours**

Same as above with the following substitution for thesis:

Approved electives, 500 or 600 level .....increase to 6-9 hrs

**Other Degree Requirements**

Written and oral examinations designed to facilitate integrative learning.

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## Master of Science in Organizational Communication

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CIP 09.0901

### NON-THESIS TRACK ONLY

**Total Course Requirements.....31 hours**

COM 585	Advanced Organizational Communication (if not taken for undergraduate degree)
COM 645	Foundations of Organizational Communication
COM 672	Communication in Instructional Environments (laboratory assistants only)
COM 685	Seminar in Organizational Communication
COM 690	Research Methods in Organizational Communication
COM 692	Research Practice
Approved COM electives, 600 level (3-6 hrs)	
Approved electives, 500 or 600 level (9-12 hrs)	

### Other Degree Requirements

Written and oral examinations designed to facilitate integrative learning.

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## Telecommunications Systems Management

Coordinator - Daniel Clalborne  
270-809-6970

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A joint venture between the College of Business and Public Affairs and the College of Science, Engineering and Technology, the masters program in telecommunications systems management provides students a core of fundamental courses and the option of choosing a specialization within the curriculum. Although students in the masters program will have the insight and ability to manage all aspects of telecommunications systems, the program option choice will support the aspect of management which interests them most, the physical systems and its components or the business structure and operations that depend on the system.

### Requirements for Admission

Applicants must meet the Murray State University requirements (see Chapter 2).

### Unconditional

TSM applicants will be unconditionally admitted if their undergraduate grade point average (GPA) is 3.0 or higher and they submit a Graduate Management Test (GMAT) score of at least 400 or submit a Graduate Record Examination (GRE) score of at least 800. However, if the applicant's GPA is less than 3.0 and they submit a GMAT score that satisfies the GMAT admission formula, or they submit a GRE score that satisfies the GRE admission formula, they will be fully admitted.

**GMAT formula:**  $(200 \times \text{GPA}) + (\text{GMAT score}) > 1,000$

**GRE formula:**  $(200 \times \text{GPA}) + \text{GRE} \geq 1,400$

**Note:** The GRE formula uses the combined score from the quantitative and verbal sections only. Ask the Educational Testing Service (ETS) to send scores directly to Murray State University using our institution code: 1494.

In addition, candidates must take the TOEFL and score at least 550 on the paper-based exam (or 213 on the computerized version) if English is not their native language or they have not graduated from an accredited English speaking university.

### Conditional

TSM applicants may be admitted conditionally if their overall GPA is 2.75 or higher, or at least 3.0 for their last 60 hours of undergraduate study. The applicant could then be fully admitted to the program if the applicant meets at least one of the following two conditions:

1) The applicant takes TSM 601, TSM 610 and one other core course (ACC 604, MGT 651, TSM 602, TSM 603, or TSM 630) as their first nine hours of the program and maintains a 3.33 GPA for these nine hours; or

2) the applicant takes the GMAT or GRE and meets the unconditional admission formula within their first semester in the program.

If either of these conditions is not met, the applicant will be denied admission to the program even if the student has taken coursework in the program.

### International Admission

Applicants, from any country where English is a second language, will be required to demonstrate English language proficiency. This can be done by taking the Test of English as a Foreign Language (TOEFL) exam and score at least:

1) 550 pBT (paper-based test)

2) 213 cBT (computer-based test)

3) Minimum of 20 in each band iBT (internet-based test)

Or take the International English Language Testing System (IELTS) exam and score 6.0 on the academic test (with no band <5.5) to be fully admitted into the program.

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## Master of Science in Telecommunications Systems Management

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CIP 11.0401

### NON-THESIS TRACK ONLY

**Total Course Requirements.....30 hours**

ACC 604	Quantitative Financial Controls
MGT 651	Seminar in Organizational Behavior
TSM 601	Telecommunications Principles
TSM 602	Telecommunications Systems
TSM 603	Telecommunications Project Management
TSM 610	Telecommunication Networks Management
TSM 630	Telecommunications Legal Environment: Law, Policy and Regulations
TSM 680	Telecommunications Solution Development

and two of the following:

ACC 608	Seminar in Accounting Information Systems
CIS 507	Fundamentals of Distributed Database Applications
CIS 609	Data Warehousing and Data Mining
CIS 645	Decision Support and Expert Systems
CIS 646	Manager's Guide to Database
CIS 647	Systems Analysis and Design for End User/ Manager
ECO 625	Managerial Economics
FIN 612	Capital Investment Analysis
MKT 667	Marketing Planning and Application
MKT 675	Marketing Applications in E-Business
MKT 685	Business Geographics for Managers
TSM 670	Developing E-Commerce Applications
TSM 688	Telecommunications Systems Practicum



