Arthur J. Bauernfeind College of Business

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DEPARTMENTS

Accounting 81
Computer Science and Information Systems 85
Economics and Finance 89
Journalism and Mass Communications 95
Management, Marketing and Business Administration 102
Organizational Communication 108

PROGRAMS

UNDERGRADUATE

Associate
Business Administration

Baccalaureate
Accounting
Advertising
Business Administration
Computer Information Systems
Computer Science
Economics
Finance
Graphic Communications Media
Journalism
Logistics and Supply Chain Management
Management
Marketing
Organizational Communication
Public Relations
Telecommunications Systems Management
Television Production

Minor
Accounting
Advertising
Business Administration
Business Economics
Computer Information Systems
Computer Science
Data Analytics
Economics
Entrepreneurship
Finance
Golf Course Management
Graphic Communications Technology
International Economics
Journalism
Management
Marketing
Mass Communications
Photography
Organizational Communication
Real Estate
Sports Communication
Telecommunications Systems Management

GRADUATE

Master's
Business Administration
Economics
Economic Development
Information Systems
Mass Communications
Organizational Communication
Telecommunications Systems Management

Certificate
Organizational Dynamics
Professional Telecommunications Systems Management
Public Relations Practice

Arthur J. Bauernfeind College of Business

The fields included in business 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 Arthur J. Bauernfeind College of Business.

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

Today, the Bauernfeind College of Business 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 Regional Business and Innovation Center (RBIC), the Center for Economic Education, TV-11, the Journal of Business and Management Landscapes, the Coordinator of the Regensburg (Germany) Program, and the MSU News.

AACSB and ACEJMC Accreditation

All the undergraduate Bachelor of Arts in Business (B.A.B.) and Bachelor of Science in Business (B.S.B.) programs, the Master of Business Administration (M.B.A.), and the Master of Science in Information Systems (M.S.I.S.) offered by the Bauernfeind College of Business are accredited by AACSB-International—The Association to Advance Collegiate Schools of Business. In accordance with AACSB guidelines, at least 50 percent of the business credit hours required in accredited programs must be earned through Murray State.

The following minors are also accredited by AACSB: accounting, computer information systems, finance, business administration, entrepreneurship, golf course management, management, marketing, and real estate.

In addition, majors in advertising, journalism, public relations, and television production in the Department of Journalism and Mass Communications are accredited by the Accrediting Council on 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.

A number of national corporations, governmental agencies, not-for-profit organizations, and regional organizations regularly visit the campus to interview qualified candidates. The university's Career Services Office assists both graduates and employers.

Vision

The Bauernfeind College of Business aspires to be one of the best regional business schools in the nation.

Mission

The Arthur J. Bauernfeind College of Business (AJB-CoB) prepares students for careers in the dynamic environments of business, information technology, public and private organizations, and mass communications. With a domestic student population drawn primarily from Kentucky, Tennessee, Indiana, Missouri, and Illinois; and a substantial international student population; the AJB-CoB strives for excellence by:

- Engaging students in the acquisition of fundamental knowledge; 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 in a student-centered learning environment.
- Providing students with quality undergraduate and master's degree programs embodied in relevant curricula and innovative learning environments.
- Encouraging students in intellectual and social development by providing a high degree of student and faculty interaction both inside and outside the classroom, cultivating leadership, and developing an appreciation for ethical issues and diversity in the global market place.
- Providing students with global perspectives in the classroom, while also encouraging both students and faculty to pursue opportunities for international travel and learning.
- Developing and encouraging academic outreach, collaborative relationships with alumni, business and industry, public schools, government agencies and non-profit organizations, as well as colleges and universities at home and abroad.
- Supporting a faculty commitment to quality teaching, service and continuous improvement that is enhanced by a 50% to 65% focus on Discipline Based Scholarship (DBS), with secondary emphasis on both Contributions to Practice (CP) and Learning and Pedagogical Scholarship (LPS).

Undergraduate Programs

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

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 Bauernfeind College of Business.

Also, a two-year associate of arts degree program is offered in business administration.

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, telecommunications systems management, and television production—follow the university Bachelor of Arts or Bachelor of Science University Studies requirements.

Entrance Standards for Business Programs

All area business programs within the college plus the major in business administration require admission to business programs. The admission standards are as follows:

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

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

ACC 200	BUS 215	CIV 201 or 202	CSC 199	ECO 231	HUM 211	MAT 220 or 250
ACC 201	CIS 243 or STA 135	COM 161	ECO 230	ENG 105	LST 240	

A minimum grade of *C* must be earned in CIS 243 (or STA 135) and ENG 105.

CIV 201 or 202 and HUM 211 are waived for students with transfer coursework and/or general education certification that would waive HUM and CIV in University Studies for Murray State's bachelor's degrees.

COM 161 is waived for students with transfer coursework and/or general education certification that would waive COM 161 in University Studies for Murray State's bachelor's degrees.

The course or courses used to meet the ENG 105 requirement for Murray State's University Studies will be used to meet the ENG 105 requirement for admission to business programs. When more than one course is used, the courses must average a grade of *C* to meet the minimum grade for this course requirement.

Honors sequence courses will meet the business admission standards as follows:

- ENG 150 (with a minimum grade of *C*) for ENG 105
- HON 165 for COM 161
- HON 251 for HUM 211
- HON 201 or 202 for CIV 201 or 202
- HON 232 for ECO 230 and ECO 231

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.

Business program students seeking admission to upper-division courses who have not completed all of the required pre-admission course work will be conditionally admitted to business programs and allowed to register for advisor-specified upper-division courses if they satisfy the minimum grade point average requirements 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 business programs; students denied admission will not be admitted to upper-division business classes.

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

Core Requirements

All 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 (30 hours) of his/her course work in business. Business includes the following prefixes: ACC, BUS, CIS, FIN, LSC, MGT, MKT, RES, and LST 240. Courses with the following former Murray State business prefixes are considered business hours for purposes of this rule: BOA, BPA, BUA, CQM, GBU, OAD, and OSY. University orientation courses numbered 099 or 100T do not count in the 25 percent course work rule for business students.

Business Core Requirements

ACC	200	Principles of Financial Accounting[1]	3
ACC	201	Principles of Managerial Accounting[1]	3
BUS	100T	Transitions[2]	1
BUS	215	Business Communication	3
BUS	355	Information Systems and Decision Making[3, 4]	3
BUS	442	Business Ethics and Environments	3
CIS	243	Business Statistics I[5]	2
CIS	343	Business Statistics II[6]	2
ECO	310	Issues in the Global Economy	3
FIN	330	Principles of Finance	3
LSC	343	Fundamentals of Operations[7]	3
LST	240	Legal Environment of Business	3
MGT	350	Fundamentals of Management	3
MGT	590	Strategic Management	3
MKT	360	Principles of Marketing	3
Total			**41 hrs**

[1]Students pursuing an AREA in accounting must have a grade of *B* or better.

[2]Consult with an academic advisor to select the appropriate transitions course.

[3]Students pursuing an AREA in accounting **must take** ACC 308 in lieu of BUS 355.

[4]Students pursuing an AREA in computer information systems **must take** CIS 307 in lieu of BUS 355.

[5]A grade of *C* or better is required in CIS 243. STA 135 with a grade of *C* or better may be used to meet this requirement.

[6]STA 235 may be used to meet this requirement.

[7]Students pursuing an area in logistics and supply chain management must have a grade of *C* or better.

Additional requirements for B.A.B. and B.S.B. students are specified in *Academic Degrees and Programs*.

Business Electives

Courses with the following prefixes may be selected as "business electives" for programs in the Bauernfeind College of Business and elsewhere in the university, except where noted otherwise: ACC, BUS, CIS, ECO, FIN, LSC, MGT, MKT, RES, and TSM. COM 340, COM 439, CSC 101, CSC 125, JMC 168, JMC 391, JMC 394, LST 240, LST 440, and POL 442 are also acceptable.

Courses required for admission to business programs or courses that are in the business core cannot be used to meet business elective requirements. Exceptions may be made for the Associate of Arts degree in Business Administration or minors with advisor approval. The former courses MGT 250 and MKT 260 do not apply toward business or economics major, minor or area requirements.

Courses with the following former Murray State prefixes also count toward business elective requirements: BOA, BPA, BUS, CQM, GBU, OAD, and OSY.

Because they were business electives at the time, POL 140, 250, and 252 will count as business electives if taken prior to fall 2005.

Courses with the COB prefix are business electives transferred to Murray State, are not a direct equivalent to any Murray State course, and do not count against the 25 percent business hours rule (see *Core Requirements*).

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. **Students pursuing a B.A.B. or B.S.B. degree may not have a double major/area or a minor in any business discipline accredited by AACSB-International except Real Estate. See AACSB and ACEJMC Accreditation at the beginning of this chapter.**

Graduate Programs

The Bauernfeind College of Business 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 (M.S.I.S.); 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 a joint Master of Science in Telecommunications Systems Management is offered with the Jesse D. Jones College of Science, Engineering and Technology. In addition, two Masters of arts in Education with an emphasis in business education or economics are available through the College of Education and Human Services. The business programs prepare graduates for a variety of challenging and rewarding careers in industry, private enterprise, governmental agencies, and non-profit organizations.

The M.B.A. and M.S.I.S. programs are accredited by AACSB-International—The Association to Advance Collegiate Schools of Business.

Note: L=literature; R=research; PT=professional training. See page 68.

Arthur J. Bauernfeind Graduate Program in Business Administration

Director - Gerry N. Muuka
email: nmuuka@murraystate.edu
270-809-6970

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 100% online.

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 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, information systems, 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 concentration 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 *Graduate Admissions*). 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 286. 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 286. The GMAT/GRE cannot be waived.

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

GMAT Users: (200 x UGPA) + GMAT $\geq$ 1,000 **GRE Users:** GRE $\geq$ 321 - (11.66 x GPA) (Combined quantitative and verbal sections only.)

An alternative formula is used if an applicant's grade point average on the last 60 semester hours (LGPA) of undergraduate work is 0.25 points or more above the applicant's overall UPGA: 200 x (LGPA-0.25) + GMAT > 1,000.

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 associate 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

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..... 15 hrs[1]

ACC 490 Survey of Accounting[2]
[or ACC 200 and 201]
ECO 490 Survey of Economics[2]
[or ECO 230 and 231]
CIS 490 Survey of Calculus and Statistics[2]
[or CIS 343 and MAT 220]
FIN 330 Principles of Finance
MKT 490 Survey of Marketing and Management[2]
[or MGT 350 and MKT 360]

[1]All foundation courses must be completed by the time a student finishes 15 hours of graduate course work.

[2]ACC 490, CIS 490, ECO 490, and MKT 490 cannot be taken as an undergraduate. These survey courses are for students who already have an undergraduate degree and are planning to pursue the MBA degree. Students have the option of taking the 490 classes or the individual courses that make up these 490 survey courses.

Total Course Requirements..... 30 hrs

ACC 604 Accounting for Decision Making
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. No foundation course may be used as an M.B.A. elective. Students with an undergraduate degree in accounting are encouraged to choose a 600-level ACC course in lieu of ACC 604.

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.

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 associate 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 Concentration

CIP 52.0101

The M.B.A. accounting concentration 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..... 15 hrs[1]

ACC 490 Survey of Accounting[2] [or ACC 200 and 201]
ECO 490 Survey of Economics[2] [or ECO 230 and 231]
CIS 490 Survey of Calculus and Statistics[2] [or CIS 343 and MAT 220]
FIN 330 Principles of Finance
MKT 490 Survey of Marketing and Management[2] [or MGT 350 and MKT 360]

[1] All foundation courses must be completed by the time a student finishes 15 hours of graduate course work.

[2]ACC 490, CIS 490, ECO 490, and MKT 490 cannot be taken as an undergraduate. These survey courses are for students who already have an undergraduate degree and are planning to pursue the MBA degree. Students have the option of taking the 490 classes or the individual courses that make up these 490 survey courses.

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

CIS 653 Management Science for Managerial Decision Making[PT]
ECO 625 Managerial Economics
FIN 602 Corporate Finance
MGT 651 Seminar in Organizational Behavior
MGT 656 Seminar in Strategic Management[L]
MKT 667 Marketing Planning and Application[R]
ACC course to be selected from list of accounting electives below (3 hours)

Choose three electives from the following:

ACC 600 Advanced Accounting
ACC 601 Accounting for Governmental and Nonprofit Entities
ACC 602 Advanced Income Tax
ACC 603 Cost Management in the Global Economy
ACC 605 Corporate Governance and Accounting Ethics
ACC 606 Auditing Theory and Practice
ACC 608 Accounting Information Technologies
ACC 609 Issues in Corporate Financial Reporting
ACC 610 International Accounting
ACC 612 Tax Planning and Research
BUS 640 Legal Obligations of Business

Note: All electives must be selected with the approval of the M.B.A. director. No foundation course may be used as an M.B.A. elective.

Master of Business Administration/E-Business Concentration

CIP 52.0101

Required Undergraduate Courses

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

Total Course Requirements..... 30 hours

ACC 604 Accounting for Decision Making
CIS 653 Management Science for Managerial Decision Making[PT]
ECO 625 Managerial Economics
FIN 602 Corporate Finance
MGT 651 Seminar in Organizational Behavior
MGT 656 Seminar in Strategic Management[L]
MKT 667 Marketing Planning and Application[R]

E-Business Courses

CIS 615 Information Systems Security
or
CIS 646 Manager's Guide to Database
CIS 643 Advanced Business Analytics with SAS
or
TSM 617 Advanced Systems Planning
MKT 675 Marketing Applications in E-Business

Master of Business Administration/Finance Concentration

CIP 52.0101

Total Course Requirements..... 30 hours

ACC 604 Accounting for Decision Making
CIS 653 Management Science for Managerial Decision Making[PT]
ECO 625 Managerial Economics
FIN 602 Corporate Finance
MGT 651 Seminar in Organizational Behavior
MGT 656 Seminar in Strategic Management[L]
MKT 667 Marketing Planning and Application[R]

Choose three electives from the following:

FIN 612 Capital Investment Analysis
FIN 620 Risk Management
FIN 621 Financial Models
FIN 622 Portfolio Management and Theory
FIN 632 Investment Management
FIN 633 Analytical Methods in Finance
FIN 634 Financial Markets and Institutions
FIN 637 Commercial Banking
FIN 650 Derivative Securities
FIN 661 International Financial Management

Master of Business Administration/Global Communication Concentration

CIP 52.0101

Total Course Requirements..... 30 hours

ACC 604 Accounting for Decision Making
CIS 653 Management Science for Managerial Decision Making[PT]
ECO 625 Managerial Economics
FIN 602 Corporate Finance
MGT 651 Seminar in Organizational Behavior
MGT 656 Seminar in Strategic Management[L]
MKT 667 Marketing Planning and Application[R]

Choose three electives from the following:

BUS 615 Communicating in the International Business Environment
COM 622 Communication Technology in Organizations
COM 631 Interpersonal Communication at Work
COM 639 Seminar in Conflict Resolution
COM 677 Organizational Learning and Dialogue
COM 680 Advanced Organizational Communication
COM 682 Seminar in Crisis Communication
COM 685 Seminar in Organizational Communication
COM 687 Leadership Communication
JMC 600 Seminar in International Mass Communication
JMC 601 Media, Culture, Gender, and Race
JMC 620 Strategic Communication
JMC 658 New Technologies

Master of Business Administration/Human Resource Management Concentration

CIP 52.0101

Total Course Requirements..... 30 hours

ACC 604 Accounting for Decision Making
CIS 653 Management Science for Managerial Decision Making[PT]
ECO 625 Managerial Economics
FIN 602 Corporate Finance
MGT 651 Seminar in Organizational Behavior
MGT 656 Seminar in Strategic Management[L]
MKT 667 Marketing Planning and Application[R]

Choose three electives from the following:

MGT 653 Seminar in Human Resource Staffing
MGT 654 Seminar in Human Resource Management
MGT 655 Seminar in Organizational Development
MGT 657 Seminar in International Management
MGT 658 Advanced Topics in Human Resources

Master of Business Administration/Marketing Concentration

CIP 52.0101

Total Course Requirements..... 30 hours

ACC 604 Accounting for Decision Making
CIS 653 Management Science for Managerial Decision Making[PT]
ECO 625 Managerial Economics
FIN 602 Corporate Finance
MGT 651 Seminar in Organizational Behavior
MGT 658 Seminar in Strategic Management[L]
MKT 667 Marketing Planning and Application

Choose three electives from the following:

BUS 684 Seminar in Geospatial Tools in Business
JMC 602 Seminar in Advertising
MKT 663 Advanced Consumer Behavior
MKT 669 Seminar in Global Marketing
MKT 675 Marketing Applications in E-Business
MKT 685 Enterprise Business GIS

Telecommunications Systems Management

Telecommunications systems are networks of leading-edge technologies 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 teleconferencing, distance learning, telemedicine, data interchange, on-demand video, wireless technology, information security, and a host of other traditional and new uses for business and industry.

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.

Telecommunications Systems Management is an interdisciplinary program drawing upon the strengths of the Bauernfeind College of Business and the Jesse D. Jones 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.

AREA: Telecommunications Systems Management

Bachelor of Science
CIP 11.0401

University Studies Requirements..... 44 hrs
(See *Academic Degrees and Programs*.)

University Studies selections must include:

•Scientific Inquiry, Methodologies, and Quantitative Skills

MAT 140 College Algebra
PHY 125 Brief Introductory Physics
PHY 126 Brief Introductory Physics Laboratory
STA 135 Introduction to Probability and Statistics

•Social and Self-Awareness and Responsible Citizenship
ECO 231 Principles of Microeconomics
•University Studies Electives
CSC 101 Introduction to Problem Solving Using Computers
CSC 199 Introduction to Information Technology

Required Courses ..... 59 hrs
ACC 200 Principles of Financial Accounting
CIS 307 Decision Support Technologies
CIS 317 Principles of Information Systems Analysis and Design
CSC 235 Programming in C++
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 100T Transitions
TSM 133 Telecommunications Technology and Methods
TSM 232 Operating Systems
TSM 233 Network Services
TSM 241 Networking Fundamentals
TSM 320 Introduction to Wireless Technology
TSM 343 Protocol Analysis
TSM 351 Principles of Information Security
TSM 411 Network Design, Operations and Management
TSM 443 Telephone Technology
TSM 488 Cooperative Education/Internship[1]

Selected Emphasis ..... 21 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 21 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, BUS, 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 323 Wireless Mobile Internet
TSM 421 Mobile Satellite Communications

Network Security
TSM 352 System Security
TSM 353 Network Security
TSM 440 Information Assurance Policy and Management
TSM 441 Advanced Information Security

System Administration
CSC 310 Database Administration
CSC 360 Scripting Languages
TSM 450 Telecommunications Policy and Management
TSM 517 Systems Planning

Approved Electives
CSC 370 Introduction to Artificial Intelligence
ENG 324 Technical Writing
LSC 443 Fundamentals of Operations and Technology
MGT 358 Entrepreneurial Business Plan Development
MKT 475 Marketing Strategies in E-Commerce
TSM 444 Enterprise Networks

Total Curriculum Requirements ..... 124 hrs
[1]Maximum of three hours Internship or Cooperative Education counts toward a degree.

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.

Graduate Program

Coordinator - Michael Bowman
270-809-6218

The master's program in telecommunications systems management provides students a core of fundamental courses and the concentration of choosing a specialization within the curriculum. Although students in the master's program will have the insight and ability to manage all aspects of telecommunications systems, the program concentration 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 *Graduate Admissions*).

Unconditional

For a TSM applicant to be unconditionally admitted to the program, an applicant must satisfy one of two formulas:

GMAT Users: (200 x UGPA) + GMAT $\geq$ 1,000

GRE Users: GRE $\geq$ 321 - (11.66 x GPA) - (Combined quantitative and verbal sections only.)

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 the 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

Applicants to the TSM graduate program 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. Full admission to the program will be granted in one of only two ways, namely:

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 earns a GPA not less than 3.33 from the three core courses; or

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

If neither of these two conditions is met, the student will be dropped from the program even if they have already taken graduate coursework.

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

3) 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.

Master of Science: Telecommunications Systems Management

CIP 11.0401

Total Course Requirements..... 30 hours

ACC 604 Accounting for Decision Making
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
Electives (6 hrs)

Only one elective can be an ACC, BUS, CIS, FIN MGT, or MKT prefix. Prefixes with no restrictions include: ECO, IET, and TSM. Other prefixes may be used with director's approval. Check course descriptions for prerequisites. Not all 600-level courses are offered online.

CERTIFICATE: Professional Telecommunications Systems Management

CIP 11.0103

The Certificate in Professional Telecommunications Systems Management is designed to complement traditional, disciplinary graduate and professional degree programs. The certificate program will provide professionals (e.g., medical administrators, corporate managers) with an overview of current terminology, practices and concepts related to the area of information technology and telecommunications systems. This certificate is an online delivery program.

Requirements for Admission

Students who hold an undergraduate degree, graduate degree, or are currently enrolled in a graduate or professional degree program may apply for the Certificate in Professional Telecommunications Systems Management program.

Applicants must comply with the Murray State University requirements (see *Graduate Admissions*). Additional requirements for admission are as follows:

Unconditional

For a TSM applicant to be unconditionally admitted to the program, an applicant must satisfy on of two formulas:

GMAT Users: (200 x UGPA) + GMAT $\geq$ 1,000

GRE Users: GRE $\geq$ 321 - (11.66 x GPA) - (Combined quantitative and verbal sections only.)

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 the institution code: 1494.

Conditional

- an undergraduate GPA of 2.75 or higher, or at least 3.0 for their last 60 hours of undergraduate study.

Full admission to the program will be granted in one of only two ways, namely: 1) The applicant takes TSM 601, 610, and one other certificate course (TSM 602, 603, or 615) as their first nine hours of the program and earns a GPA not less than 3.33 from the three core courses; or 2) the applicant takes the GMAT or GRE and meets the unconditional admission formula within their first semester 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) minimum of 20 in each band iBT (internet-based test), or 3) 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 certificate program.

Total Course Requirements..... 18 hours

TSM 601 Telecommunications Principles
TSM 602 Telecommunications Systems
TSM 603 Telecommunications Project Management
TSM 610 Telecommunications Networks Management
TSM 615 Information System Security
Elective (3 hrs)

Students may transfer up to six credit hours of equivalent graduate courses into the program.

Department of Accounting

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

Chair: Don Chamberlain. **Faculty:** Bunker, Carpenter, Chamberlain, Grossman, Johnson, O'Shaughnessy, Rudolph, Smith, 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.

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.

Graduate courses offered in the Department of Accounting support the previously described M.B.A. and the M.B.A./Accounting and M.B.A./E-Business concentrations.

Most states require students to obtain 150 college credit hours and a baccalaureate degree to sit for the Certified Public Accountant (CPA) 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 CPA will be granted. The M.B.A. and M.B.A./Accounting concentration enable students to meet this requirement and provide additional coursework that facilitates successful completion of the CPA licensure exam as well as other accounting certification examinations.

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.

AREA: Accounting

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs.*)

Business Core Requirements[1] ..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 26 hrs
ACC 202 Accounting Applications Laboratory[2]
ACC 300 Intermediate Accounting I
ACC 301 Intermediate Accounting II
ACC 302 Federal Income Tax
ACC 303 Cost Accounting
ACC 500 Advanced Accounting
ACC 506 Principles of Auditing and Assurance Services
ACC 507 Professional Issues
and two of the following:
ACC 501 Accounting for Governmental and Nonprofit Entities
ACC 502 Advanced Income Tax
ACC 503 Cost Management in the Global Economy
BUS 540 Legal Obligations of Business

Upper-Level Business Electives (B.S.B. only) ..... 3 hrs

Note: ACC 304, 489, 490, and BUS 355 will not count as business electives. Students must have a cumulative grade point average of 2.50 or higher prior to enrolling in their first 300-level or above accounting course. 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.

Unrestricted Electives ..... 4-12 hrs

Total Curriculum Requirements ..... 120 hrs[3]

[1]ACC 308 must be taken instead of BUS 355. A grade of *B* or higher is required in both ACC 200 and 201.

[2]Requires a grade of *B* or better.

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

AREA: Accounting/Finance Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs.*)

Business Core Requirements[1] ..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 29 hrs
ACC 202 Accounting Applications Laboratory[2]
ACC 300 Intermediate Accounting I
ACC 301 Intermediate Accounting II
ACC 302 Federal Income Tax
ACC 303 Cost Accounting
ACC 500 Advanced Accounting
ACC 506 Principles of Auditing and Assurance Services

ACC 507 Professional Issues
FIN 332 Financial Management
and two of the following:
ACC 501 Accounting for Governmental and Nonprofit Entities
ACC 502 Advanced Income Tax
ACC 503 Cost Management in the Global Economy
BUS 540 Legal Obligations of Business

Required Limited Electives..... 9 hrs

Note: FIN electives must be 300 or above excluding FIN 488, 489, 505, and 595. Students must have a cumulative grade point average of 2.50 or higher prior to enrolling in their first 300-level or above accounting course. 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.

Unrestricted Electives..... 0-3 hrs

Total Curriculum Requirements ..... 120-128 hrs[3]

[1]ACC 308 must be taken instead of BUS 355. A grade of *B* or higher is required in both ACC 200 and 201.
[2]Requires a grade of *B* or better.
[3]Students completing both an undergraduate and a graduate degree in accounting may take only one international experience course for credit toward graduation.

AREA: Accounting/Financial Planning Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* **at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.**

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs.* Accounting students must also take ENG 224.)

Business Core Requirements[1] ..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 38 hrs
ACC 202 Accounting Applications Laboratory[2]
ACC 300 Intermediate Accounting I
ACC 301 Intermediate Accounting II
ACC 302 Federal Income Tax
ACC 303 Cost Accounting
ACC 500 Advanced Accounting
ACC 506 Principles of Auditing and Assurance Services
ACC 507 Professional Issues
FIN 331 Principles of Insurance
FIN 333 Principles of Investment
FIN 336 Employee Benefits and Retirements
FIN 338 Estate Planning
and two of the following:
ACC 501 Accounting for Governmental and Nonprofit Entities
ACC 502 Advanced Income Tax
ACC 503 Cost Management in the Global Economy
BUS 540 Legal Obligations of Business
Note: Students must have a cumulative grade point average of 2.50 or higher prior to enrolling in their first 300-level or above accounting course. 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.

Unrestricted Electives..... 0-3 hrs

Total Curriculum Requirements ..... 120-128 hrs[3]

[1]ACC 308 must be taken instead of BUS 355. A grade of *B* or higher is required in both ACC 200 and 201.
[2]Requires a grade of *B* or better.
[3]Students completing both an undergraduate and a graduate degree in accounting may take only one international experience course for credit toward graduation.

AREA:
Accounting/Information Systems Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs.*)

Business Core Requirements[1] ..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 35 hrs

ACC 202 Accounting Applications Laboratory[2]
ACC 300 Intermediate Accounting I
ACC 301 Intermediate Accounting II
ACC 302 Federal Income Tax
ACC 303 Cost Accounting
ACC 500 Advanced Accounting
ACC 506 Principles of Auditing and Assurance Services
ACC 507 Professional Issues
CIS 317 Principles of Information Systems Analysis and Design
CSC 101 Introduction to Problem Solving Using Computers
CSC 232 Introduction to Programming in C# I
and two of the following:
ACC 501 Accounting for Governmental and Nonprofit Entities
ACC 502 Advanced Income Tax
ACC 503 Cost Management in the Global Economy
BUS 540 Legal Obligations of Business

Required Limited Electives..... 3 hrs
Choose one of the following:
CIS 543 Data Analysis and Modeling
CSC 125 Internet and Web Page Design
CSC 260 Application Program Development-COBOL I
CSC 332 Advanced Programming in C#
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 2.50 or higher prior to enrolling in their first 300-level or above accounting course. 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.

Unrestricted Electives..... 0-3 hrs

Total Curriculum Requirements ..... 120-128 hrs[3]

[1]ACC 308 must be taken instead of BUS 355. A grade of *B* or higher is required in both ACC 200 and 201.
[2]Requires a grade of *B* or better.
[3]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 upper level business elective. Six hours must be upper-level courses. Students must have a cumulative grade point average of 2.50 or higher prior to enrolling in their first 300-level or above accounting course. Also, a grade of *B* or higher is required in ACC 200, 201, and 202. **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.

Department of Computer Science and Information Systems

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

Chair: Victor Raj. **Faculty:** Antony, Beck, Bowman, Jointer, Pilgrim, Raj, Singh, Smith, Sutrick, Tennyson.

According to the Bureau of Labor and Statistics "computer systems design and related services industry in the professional and business services sector is among the top 10 industries with largest wage and salary, and employment growth through 2018." (www.bls.gov/news.release/ecopro.toc.htm).

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.

Students may choose from two baccalaureate degree programs: computer science or computer information systems and a Masters in Information Systems (M.S.I.S.). For those seeking just a taste of this discipline, we also offer minors in computer information systems, computer science, and data analytics.

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 encouraged 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 has the same required courses as the major. The remaining hours are courses chosen from multiple disciplines with the approval of his/her advisor.

AREA: Computer Information Systems

Bachelor of Arts in Business/Bachelor of Science in Business Degree
CIP 11.0103

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs.*)

Business Core Requirements[1] ..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Core Courses ..... 25 hrs
CIS 317 Principles of Information Systems Analysis and Design
CIS 399 Topics in Information Systems
CIS 407 Advanced Database Management Systems
CIS 420 Senior Capstone Project
CSC 101 Introduction to Problem Solving Using Computers
CSC 125 Internet and Web Page Design
TSM 133 Telecommunications Technology and Methods
One of the following:
CSC 145 Introduction to Programming
CSC 232 Introduction to Programming in C#
One of the following:
CIS 325 E-Business Programming
CSC 332 Advanced Programming in C#
CSC 345 Data Structures

Restricted Electives[2] ..... 9 hrs
CIS 325 E-Business Programming
CIS 417 Software Development Technologies

CIS 425 Building E-Business with Web Design
CIS 488 Cooperative Education/Internship
CIS 509 Data Warehousing and Business Intelligence
CIS 525 Overview of E-Business Technologies
CIS 543 Data Analysis and Modeling
CIS 548 Enterprise Resource Planning
CSC 235 Programming in C++
CSC 260 Application Program Development in COBOL I
CSC 310 Database Administration
CSC 332 Advanced Programming in C#
CSC 345 Data Structures
CSC 360 Scripting Languages
TSM 351 Principles of Information Security
TSM 440 Information Assurance Policy and Management
TSM 517 Systems Planning

Not more than one course from the following:

FIN 332 Financial Management
FIN 333 Principles of Investment
FIN 421 Financial Models
FIN 520 Risk Management
LSC 452 Process Management
LSC 470 Introduction to Quantitative Decision Making
LSC 480 Supply Chain Management Strategy
MGT 490 Entrepreneurial Consulting
MGT 550 Human Resource Management
MGT 551 Organizational Behavior
MKT 475 Marketing Strategies for E-Commerce
MKT 485 Business GIS in Marketing
TSM 232 Operating Systems
TSM 241 Networking Fundamentals

Unrestricted Electives ..... 0-7 hrs

Total Curriculum Requirements ..... 120-124 hrs

[1]CIS 307 should be taken in lieu of BUS 355.
[2]A maximum of one cooperative education/internship course is allowed. A minimum of three hours of restricted electives must be upper-level.

AREA: Computer Science

Bachelor of Arts/Bachelor of Science Degree
CIP 11.0701

University Studies Requirements. ..... 38-44 hrs
(See *Academic Degrees and Programs.* See required courses below before selecting mathematics and science University Studies electives.)

Core Courses ..... 46 hrs

FTR 100T Transitions
CSC 101 Introduction to Problem Solving Using Computers
CSC 145 Introduction to Programming I
CSC 235 Programming in C++
CSC 300 Discrete Structures
CSC 325 Advanced Object-Oriented Programming
CSC 345 Data Structures
CSC 405 Computer Architecture
CIS 407 Advanced Database Management Systems
CSC 410 Parallel and Distributed Computing
Must be taken with one course from: CSC 411, CSC 412, CSC 413, CSC 414
CSC 415 Programming Languages
CSC 425 Mobile and Web Programming
CSC 430 Software Construction
CSC 445 Computer Algorithms
Must be taken with one course from: CSC 446, CSC 447, CSC 448, CSC 449
CIS 420 Senior Capstone Project
or
CSC 530 Senior Software Project
Must be taken with one course from: CSC 531, CSC 532, CSC 533, CSC 534
CSC 540 Social, Ethical and Professional Issues in the Information Age

Co-Requirements for Area[1] ..... 0-9 hrs

MAT 250 Calculus and Analytic Geometry I
STA 135 Introduction to Probability and Statistics
or
CIS 243 and 343 Business Statistics I & II
or
STA 540 Mathematical Statistics I

Restricted Electives ..... 15 hrs

Select from CIS/CSC/TSM courses at the 300-level or above.

Unrestricted Electives ..... 0-21 hrs

Total Curriculum Requirements ..... 120 hrs

[1]Required for area if not taken as University Studies elective.

MAJOR: Computer Science

Bachelor of Arts/Bachelor of Science Degree
CIP 11.0701

University Studies Requirements. ..... 38-44 hrs

(See *Academic Degrees and Programs.* See required courses before selecting mathematics and science University Studies electives.)

Core Courses ..... 46 hrs

FTR 100T Transitions
CSC 101 Introduction to Problem Solving Using Computers
CSC 145 Introduction to Programming I
CSC 235 Programming in C++
CSC 300 Discrete Structures
CSC 325 Advanced Object-Oriented Programming
CSC 345 Data Structures
CSC 405 Computer Architecture
CIS 407 Advanced Database Management Systems
CSC 410 Parallel and Distributed Computing - **Must be taken with one course from: CSC 411, CSC 412, CSC 413, CSC 414**
CSC 415 Programming Languages
CSC 425 Mobile and Web Programming
CSC 430 Software Construction
CSC 445 Computer Algorithms - **Must be taken with one course from: CSC 446, CSC 447, CSC 448, CSC 449**
CIS 420 Senior Capstone Project
or
CSC 530 Senior Software Project - **Must be take with one course from: CSC 531, CSC 532, CSC 533, CSC 534**
CSC 540 Social, Ethical and Professional Issues in the Information Age

Co-Requirements for Major[1] ..... 0-9 hrs

MAT 250 Calculus and Analytic Geometry I
STA 135 Introduction to Probability and Statistics
or
CIS 243 and 343 Business Statistics I & II
or
STA 540 Mathematical Statistics I

Required Minor ..... 21-24 hrs

Unrestricted Electives ..... 0-15 hrs

Total Curriculum Requirements ..... 120 hrs

[1]Required for major if not taken as University Studies Elective.

Computer Information Systems Minor ..... 22 hrs

CIS 307, 317; CSC 101, 125, 199, 232, and one of the following: CIS 407, 525, 543, 548, CSC 310, 332, or TSM 517. Six hours must be upper-level courses.

Computer Science Minor . . . . . .21 hrs

CSC 101, 145, 300, 325, 345, 445; one course chosen from CSC 405, 410, 415, 425, and 530. Six hours must be upper-level courses.

Data Analytics Minor . . . . . .22 hrs
CIS 243, 343, 407, 443, 509, 543; CSC 101 and 145. STA 135 may be substituted for CIS 243 and CIS 343. Six hours must be upper-level courses.

Graduate Program

Director - Solomon Antony
santony@murraystate.edu

Master of Science in Information Systems

CIP 11.0103

The Master of Science in Information Systems (M.S.I.S.) program 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, data warehousing, and business intelligence to name a few.

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 Skills requirements below.)

Upon successful completion, graduates can move into careers such 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

Students with an undergraduate degree may apply for the program. Applicants must meet the Murray State University requirements (see *Graduate Admissions*). Completed application packets from domestic students must be received by December 1st for spring admission, and by June 1st for fall admission. Applications from international students must be received by October 15th for spring admission, and May 31st for fall admission. A complete application packet includes 1) official undergraduate transcript; 2) official and valid GRE or GMAT score report (MSU Institution Code = 1494); and 3) a current resume. Additionally, international students whose native language is not English must submit evidence of English proficiency; we accept TOEFL or IELTS scores as evidence.

Unconditional

An applicant may be granted unconditional admission in the program if he/she 1) has achieved a combined score of 288 or higher in the verbal and quantitative sections of the GRE's Revised General Test (or 980 or better in the verbal and quantitative sections of the old GRE or 490 or better in GMAT), 2) has a cumulative GPA of 3.00 or better in his/her undergraduate program, and 3) has no more than three failing grades in the undergraduate transcript. International student must also have met the University's English proficiency requirements for being fully admitted without conditions in Graduate Admissions.

Conditional

Domestic applicants (or international students who are already in the United States), who have not taken the GRE (or GMAT) may be granted conditional admission provided 1) the applicant has a cumulative GPA of 3.00 or higher in his/her undergraduate program and 2) no more than three failing grades in the undergraduate transcript. To convert to fully-admitted status, the student must submit an official GRE (or GMAT) score report before the end of their first semester in the graduate program. The test requirements are the same as in regular admission requirements.

For both regular admission and conditional admission, International students must also have met the University's English proficiency requirements.

Foundation Courses and Skills

Upon review of the student's academic qualifications and work experience, the program director will decide on foundation courses the student must take. If the student is lacking in business knowledge, he/she will be required to complete one or two foundation courses. If the student is lacking in information systems knowledge, he/she will be required to complete up to three foundation courses. The applicant will be informed of the required foundation courses on the admission letter and during the time of advising.

ACC 490 Survey of Accounting[1]
CIS 343 Business Statistics II[2]
CIS 480 Foundations of Information Systems and Design[3]
CSC 332 Advanced Programming in C#[4]
(The student may need to complete foundation prerequisite courses also.)

NON-THESIS REQUIREMENTS ONLY

Total Course Requirements..... 30 hours
ACC 604 Accounting for Decision Making
CIS 601 Telecommunications Principles
CIS 603 Telecommunications Project Management
CIS 609 Data Warehouses and Business Intelligence
CIS 650 Software Methodologies[L, R]
CIS 645 Decision Support and Expert Systems

CIS 688 Graduate Internship in Information Systems
or
CIS 695 Comprehensive Project in Computer Information Systems
Approved electives (9 hrs)
Electives may be chosen from graduate level courses in CIS, TSM or other business disciplines. All electives must be approved by the program director.

[1]Or ACC 200 and ACC 201.
[2]Or STA 135.
[3]Or CIS 317 and CIS 407.
[4]Or equivalent programming knowledge in another object-oriented language.

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.

Department of Economics and Finance

307 Business Building
270-809-4188
msu.ecofin@murraystate.edu

Chair: David Eaton. **Faculty:** Acharya, Badasyan, Brasfield, Broker, Dunn, Durr, Eaton, Guse, Hassan, Lacewell, McCoy, Milkman, Reed, Silva, Xu.

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 Bauernfeind College of Business. 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. In addition to supporting the M.B.A. program and other graduate programs, the Department of Economics and Finance offers the Master of Science in Economics.

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 with a financial planning option. 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.

The **State Farm Financial Services Resource Center**, on the first floor of the Arthur J. Bauernfeind College of Business, focuses on career development and education for students interested in banking, financial planning, financial analysis and economic education. Students gain hands-on experience working with commercial-grade financial planning software and have live-feeds and historic information on bonds, equities, commodities and currencies used by financial professionals around the world. The suite features a state-of-the-art LCD video wall comprised of four 46-inch monitors. The center allows professors to take students beyond the theory and applications in textbooks into a more practical learning environment.

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, BUS, CIS, FIN, MGT, MKT, RES, LST 240 and 540) cannot exceed 25 percent of total curriculum requirements.

University Studies Requirements.....38-47 hrs
(See *Academic Degrees and Programs.*)

University Studies selections must include:
•***Scientific Inquiry, Methodologies, and Quantitative Skills***
MAT 220 Business Calculus
or

MAT 250 Calculus and Analytic Geometry I
•***Social and Self-Awareness and Responsible Citizenship***
ECO 230 Principles of Macroeconomics
•***University Studies Electives***
CSC 199 Introduction to Information Technology
ECO 231 Principles of Microeconomics

Required Courses ..... 26 hrs
ACC 200 Principles of Financial Accounting[1]
ECO 100T Transitions
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
STA 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..... 17-26 hrs

Total Curriculum Requirements ..... 120 hrs
[1]Required for BS only.

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

Bachelor of Arts/Bachelor of Science Degree
CIP 45.0601

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

University Studies Requirements..... 38-47 hrs
(See *Academic Degrees and Programs*.)

University Studies selections must include:
•***Scientific Inquiry, Methodologies, and Quantitative Skills***
MAT 220 Business Calculus
or
MAT 250 Calculus and Analytic Geometry I
•***Social and Self-Awareness and Responsible Citizenship***
ECO 230 Principles of Macroeconomics
•***University Studies Electives***
CSC 199 Introduction to Information Technology[1]
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 ..... 26 hrs
ACC 200 Principles of Financial Accounting[2]
ECO 100T Transitions
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
STA 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 ..... 39 hrs
EDP 260 Psychology of Human Development[2]
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[3]
REA 427 Teaching Content Area Literacy in the Secondary School
SEC 420 Practicum in Secondary Schools[3]
SEC 421 Student Teaching in the Secondary School
SEC 422 Extended Practicum[4]
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 ..... 133-143 hrs
[1]With a grade of *C* or better.
[2]May be used as a University Studies elective for B.S.
[3]Must be taken together and two semesters before student teaching.
[4]Must be taken one semester before student teaching.

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.

Business Economics Minor . . . . . .22 hrs
ACC 200, CIS 243, 343; ECO 230, 231, 305, 330, 331. Six hours must be upper-level courses.

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.

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 and Human Services must also be met.

Economics Graduate Programs

Graduate Coordinator - Martin Milkman
mmilkman@murraystate.edu

The department offers the Master of Science in Economics with two unique concentrations. The first has a traditional economics curriculum under which the student, subject to the judgment of the graduate coordinator, has a relatively wide choice of electives. The second concentration allows the student to take a concentration of courses in finance. Both concentrations 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 *Graduate Admissions*) and have a minimum total score on the Internet-based TOEFL of 76. 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 2.75 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.

Master of Science: Economics

CIP 45.0601

NON-THESIS REQUIREMENTS

Total Course Requirements..... 30 hours

ECO 630 Macroeconomic Theory
ECO 631 Microeconomic Theory
ECO 680 Quantitative Methods of Economics and Business
ECO 685 Econometrics[L, R]
or
ECO 690 Forecasting for Business and Government[L, R]
ECO elective, 600-level (9 hrs)
Approved electives, 600-level[1] (9 hrs)

Other Degree Requirements

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

THESIS REQUIREMENTS

Total Course Requirements..... 30 hours

Same as above with the following substitutions:

ECO 698-699 Thesis
ECO elective, 600-level.....decrease to 3 hrs

Other Degree Requirements

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

[1] No more than one elective (3 hrs) may be taken in any one of the following disciplines: accounting, computer and information systems, management, or marketing.

Master of Science: Economics/Finance Concentration

CIP 45.0601

NON-THESIS REQUIREMENTS

Total Course Requirements..... 30 hours

ECO 630 Macroeconomic Theory
ECO 631 Microeconomic Theory
ECO 680 Quantitative Methods of Economics and Business
ECO 685 Econometrics[L, R]
or
ECO 690 Forecasting for Business and Government[L, R]
ECO electives, 600-level (6 hrs)
Approved FIN electives, 600-level (12 hrs)

Other Degree Requirements

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

THESIS REQUIREMENTS

Total Course Requirements..... 30 hours

Same as above with the following substitution:

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

Other Degree Requirements

Oral exam over the thesis.

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

Master of Arts in Education: Secondary Teacher Leader with Economics Concentration

CIP 13.1205

The Department of Economics and Finance provides instruction in support of the M.A.Ed. in Secondary Teacher Leader with a concentration in economics. Prospective students should contact the graduate coordinator in the academic subject department and the College of Education and Human Services for details on advising and graduate program design.

Master of Science: Economic Development

CIP 45.0601

The M.S. in Economic Development will prepare students to work in the field of local and regional economic development. The curriculum is designed to give students both classroom and practical training in the methods of economic development in the United States. Students who graduate from this program should have the equivalent of two years of experience working in an economic development agency. In addition students should have the ability to lead a small economic development agency. It is our desire that students from this program pursue certification with the IEDC and become certified economic development professionals.

Requirements for Admission

The program will be a cohort based program running from August to August. Students will be required to have a Bachelor's degree from an accredited college or University with a minimum GPA of 2.75 for their undergraduate work. Applicants with a 2.75 GPA also need a 450 on the GMAT or a 289 on the GRE. Applicants with an undergraduate GPA of at least 3.0 must score 400 on the GMAT or 286 on the GRE. It is recommended that students have basic courses in accounting, principles of economics and principles of finance prior to enrolling in the program.

NON-THESIS REQUIREMENTS

Total Course Requirements..... 21 hours

ECO 610 Introduction to Economic Development
ECO 611 Economic Development Methods
ECO 615 Directed Study in Economic Development
ECO 617 Capstone in Economic Development
ECO 618 Internship in Economic Development
ECO 655 Cost Benefit Analysis
FIN 610 Economic Development Finance
Approved electives, 600-level (9 hrs)

Other Degree Requirements

Minimum overall grade point average of 3.00.

AREA: Finance

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

CIP 52.0801

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs

(See *Academic Degrees and Programs*.)

Business Core Requirements ..... 41 hrs

(See Core Requirements at beginning of this chapter.)

Required Courses ..... 15 hrs

ECO 305 Money and Banking
FIN 332 Financial Management
FIN 333 Principles of Investment
FIN 334 Banking and Financial Institutions
FIN 480 Senior Seminar in Finance

Required Limited Electives..... 12 hrs

Twelve hours of 300-level or higher FIN electives approved by advisor.

Business Electives (*B.S.B. only)* ..... **3 hrs**

Unrestricted Electives..... **0-11 hrs**

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

AREA: Finance/Commercial Banking Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* **at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.**

University Studies Requirements ..... **38-49 hrs**
(See *Academic Degrees and Programs*.)

Business Core Requirements ..... **41 hrs**
(See Core Requirements at beginning of this chapter.)

Required Courses ..... **15 hrs**
ECO 305 Money and Banking
FIN 332 Financial Management
FIN 333 Principles of Investment
FIN 334 Banking and Financial Institutions
FIN 480 Senior Seminar in Finance

Required Specialty Courses..... **12 hrs**
FIN 344 Principles of Lending and Financial Statements
FIN 350 Introduction to Counter Threat Financing Methodologies
FIN 354 Bank Compliance Issues
FIN 537 Commercial Bank Management

Required Limited Electives..... **3 hrs**
Three hours of 300-level or higher FIN electives approved by advisor.

Unrestricted Electives..... **0-11 hrs**

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

AREA: Finance/Financial Planning Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* **at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.**

University Studies Requirements ..... **38-49 hrs**
(See *Academic Degrees and Programs*.)

Business Core Requirements ..... **41 hrs**
(See Core Requirements at beginning of this chapter.)

Required Courses ..... **15 hrs**
ECO 305 Money and Banking
FIN 332 Financial Management
FIN 333 Principles of Investment
FIN 334 Banking and Financial Institutions
FIN 480 Senior Seminar in Finance

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

Required Limited Electives..... **3 hrs**
Three hours of 300-level or higher FIN electives approved by advisor.

Unrestricted Electives..... 0-11 hrs

Total Curriculum Requirements ..... 120 hrs

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.

Department of Journalism and Mass Communications

114 Wilson Hall
270-809-2387
msu.jmc@murraystate.edu

Interim Chair: Debbie Owens. **Faculty:** Ezumah, Hedges, Hinton, Magee, Norsworthy, Owens, Qualls, Shemberger, Thomas, Valentine, Welsch, White, Wright.

The Department of Journalism and Mass Communications, established July 1975, offers five majors leading to a bachelor's degree: advertising, graphic communications media, journalism, public relations, and television production. The department offers four minor programs: advertising, graphic communications technology, journalism and mass communications, and photography. Additionally, a Master of Arts or a Master of Science degree is offered in mass communications.

The mission of the Department of Journalism and Mass Communications is to prepare our graduates to be successful professionals at the beginning of and throughout all phases of their chosen careers in mass communications.

We expect our graduates to achieve the following learning objectives as outcomes of their education in our majors and programs:

- Understand and apply the principles and laws of freedom of speech and press as stated in the 1st Amendment to the United States Constitution and understand the meaning of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Murray State University's Department of Journalism and Mass Communications is one of only 119 programs accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The undergraduate programs in advertising, journalism, public relations, and television production have been accredited since 1987 and were reaccredited May 2016 for a six-year period.

ACEJMC has established the following curriculum requirements: (1) a student must earn at least 72 hours of credit (of the 120 required for graduation) outside the department; (2) a student must complete all University Studies requirements; (3) a student may count no more than six semester hours of practicums, internships or cooperative education toward the major; (4) a student must complete a minor.

Students must pass ENG 105 or 150 with a grade of *B* or better and have basic keyboarding skills to be eligible for the department's basic courses, JMC 194, JMC 270, JMC 391, and JMC 394.

For more information contact the department at (270) 809-2387 or write to Chair, Department of Journalism and Mass Communications, Murray State University, 114 Wilson Hall, Murray, KY 42071-3311, email msu.jmc@murraystate.edu.

For information about the graduate program contact the graduate coordinator at (270) 809-2387 or write to Graduate Coordinator, Department of Journalism and Mass Communications, 114 Wilson Hall, Murray, KY 42071-3311, email msu.jmc@murraystate.edu.

Historic Wilson Hall, the second-oldest building on the campus, houses the main classrooms and offices for Journalism and Mass Communications, as well as *The Murray State News*, a national award-winning student newspaper and its companion website TheNews.org. The department also publishes three magazines a year and a biannual alumni newsletter. Television production facilities are located on the 8th 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, Kentucky Intercollegiate Press Association, College Media Advisers, American Advertising Federation, and the Public Relations Society of America. Broadcast affiliations include the Broadcast Education Association, Radio-Television News Directors, and the Kentucky Broadcasters Association. There are active student chapters of the American Advertising Federation, the 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, msu.jmc@murraystate.edu.

MAJOR: Advertising

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 ..... 38-44 hrs
(See *Academic Degrees and Programs*.)

Required Courses ..... 29 hrs
JMC 100T Transitions
JMC 168 Contemporary Mass Media
JMC 270 Basic Audio/Video Production
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 ..... 6 hrs
Choose from the following:
JMC 194 Newswriting
JMC 322 Mass Media Study Abroad
JMC 336 Script Writing
JMC 384 Sports Media
JMC 385 Directed Individual Study
JMC 391 Public Relations Principles
JMC 400 International Mass Communications
JMC 440 Research Methods for Public Relations
JMC 586 Special Topics
JMC 596 Internship
MKT 360 Principles of Marketing
MKT 463 Consumer Behavior
Upper level MKT elective or MGT 350

Co-Requirements for Majors ..... 6 hrs[1]
CSC 125 Internet and Web Page Design
GCM 153 Electronic Imaging

Required Minor ..... 21-24 hrs

Unrestricted Electives ..... 11-20 hrs

Total Curriculum Requirements ..... 120 hrs

[1]Or approved equivalent.

MAJOR: Journalism

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 ..... 38-44 hrs
(See *Academic Degrees and Programs*.)

Core Courses ..... 32 hrs
JMC 100T Transitions
JMC 168 Contemporary Mass Media
JMC 194 Newswriting

JMC 270 Basic Audio/Video Production
JMC 304 Advanced Newswriting
JMC 305 Copyediting
JMC 330 Mass Media Effects
JMC 397 Reporting for Print Media
JMC 398 Reporting for Broadcast and Online Media
JMC 499 Senior Seminar
JMC 590 Mass Communication Law
JMC 597 Advanced Reporting

Required Limited Electives..... 3 hrs
Choose from the following:
GCM 250 Fundamentals of Photography and Photojournalism
JMC 322 Mass Media Study Abroad
JMC 336 Script Writing
JMC 384 Sports Media
JMC 385 Directed Individual Study
JMC 396 Publication Design
JMC 400 International Mass Communication
JMC 445 Community Journalism
JMC 466 Advanced Electronic New Reporting and Production
JMC 492 Feature Writing
JMC 586 Special Topics
JMC 593 Opinion Writing
JMC 596 Internship

Co-Requirements for Majors..... 6 hrs[1]
CSC 125 Internet and Web Page Design
GCM 153 Electronic Imaging

Required Minor ..... 21-24 hrs

Unrestricted Electives..... 11-20 hrs

Total Curriculum Requirements ..... 120 hrs
[1]Or approved equivalent.

MAJOR: Public Relations

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..... 38-44 hrs
(See *Academic Degrees and Programs*.)

Required Courses ..... 32 hrs
JMC 100T Transitions
JMC 168 Contemporary Mass Media
JMC 194 Newswriting
JMC 270 Basic Audio/Video Production
JMC 330 Mass Media Effects
JMC 391 Public Relations Principles
JMC 412 Writing for Public Relations
JMC 440 Research Methods for Public Relations
JMC 444 Public Relations Strategies: Tools and Trends
JMC 491 Advanced Public Relations
JMC 499 Senior Seminar
JMC 590 Mass Communication Law

Required Limited Electives..... 3 hrs
Choose from the following:
BUS 140 Foundations of Business
GCM 250 Fundamentals of Photography and Photojournalism
JMC 305 Copyediting

JMC 322 Mass Media Study Abroad
JMC 336 Script Writing
JMC 384 Sports Media
JMC 385 Directed Individual Study
JMC 394 Introduction to Advertising
JMC 396 Publication Design
JMC 397 Reporting for Print Media
JMC 398 Reporting for Broadcast and Online Media
JMC 400 International Mass Communications
JMC 492 Feature Writing
JMC 586 Special Topics
JMC 596 Internship
MGT 350 Fundamentals of Management
MKT 360 Principles of Marketing

Co-Requirements for Majors..... 6 hrs[1]
CSC 125 Internet and Web Page Design
GCM 153 Electronic Imaging

Required Minor ..... 21-24 hrs

Unrestricted Electives..... 11-20 hrs

Total Curriculum Requirements ..... 120 hrs
[1]Or approved equivalent.

MAJOR: Television Production

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..... 38-44 hrs
(See *Academic Degrees and Programs*.)

Required Courses ..... 32 hrs
JMC 100T Transitions
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/Video Post Production
JMC 448 Television Production Operations
JMC 451 Television Field Production
JMC 455 Television Program Development
JMC 499 Senior Seminar
JMC 590 Mass Communication Law

Required Limited Elective ..... 3 hrs
Choose from the following:
JMC 322 Mass Media Study Abroad
JMC 384 Sports Media
JMC 385 Directed Individual Study
JMC 400 International Mass Communications
JMC 391 Public Relations Principles
JMC 394 Introduction to Advertising
JMC 398 Reporting for Broadcast and Online Media
JMC 426 Advertising Media Sales
JMC 440 Research Methods for Public Relations
JMC 586 Special Topics
JMC 596 Internship

Co-Requirements for Majors..... 6 hrs[1]
CSC 125 Internet and Web Page Design
GCM 153 Electronic Imaging

Required Minor ..... 21-24 hrs

Unrestricted Electives..... 11-20 hrs

Total Curriculum Requirements ..... 120 hrs

[1]Or approved equivalent.

Advertising Minor..... 24 hrs

JMC 394, 417, 426, 439, 456; MKT 360, 463, upper-level MKT course or MGT 350. Six hours must be upper-level courses.

Journalism Minor ..... 24 hrs

JMC 194, 270, 304, 305, 397, 398, 590, and 597 and corequisites CSC 125 and GCM 153. Advertising, Public Relations, and Television Production majors may substitute GCM 250 for JMC 270 and any upper-level JMC course for JMC 590. Public Relations majors may substitute JMC 336 for JMC 194.

Mass Communications Minor ..... 24 hrs

JMC 168, 194, 330, 590 and 12 hours of approved JMC electives. Six hours must be upper-level courses. Students cannot minor in mass communications if they have a major in the department. They can, however, minor in advertising.

Graduate Program

Interim Graduate Coordinator - Marcie Hinton
270-809-5308

The objectives of the Master of Arts and the Master of Science in Mass Communications 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 *Graduate Admissions*). 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 also submit minimum TOEFL scores of 213 on the computer-based test, with at least 21 on each of the three verbal areas, or 20 in each of the four areas of the Internet-based test, or 550 on the paper-based test. Students must submit IELTS scores of a minimum of 5.5 or higher in each of the four bands and the total band.

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 hours of additional prerequisite courses, including JMC 168, for any student admitted conditionally. Conditional students are admitted to full standing after completion of nine 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 497 paper-based or at of at 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. Students entering the mass communications program from the Academic English for Non-Native Speakers (AEP) must submit a TOEFL score of at least 523.

Master of Arts or Master of Science: Mass Communications

CIP 09.0101

NON-THESIS REQUIREMENTS ONLY

Total Course Requirements ..... 31 hours

JMC 600 Seminar in International Mass Communications
or
JMC 615 American Media History
and
JMC 630 Theories of Mass Communications
JMC 610 Introduction to Graduate Studies
JMC 648 Mass Media Industries[PT]
JMC 660 Methods of Communications Research[R]
JMC 670 Philosophical and Ethical Concepts of the Mass Media[L]
JMC 690 Comprehensive Project

Three courses chosen from the following:

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 615 American Media History
JMC 616 Professional Internship in Mass Communications
JMC 620 Strategic Communications
JMC 622 JMC Study Abroad
JMC 658 New Technologies
JMC 677 Directed Individual Study
JMC 685 Specialized Mass Communications
JMC 686 Special Topics

Elective (600-level, 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.
- For the Master of Arts degree only, the candidate must demonstrate competency in an approved foreign language.

Master of Arts or Master of Science: Mass Communications/ Public Relations Concentration

CIP 09.0101

NON-THESIS REQUIREMENTS ONLY

Total Course Requirements ..... 31 hours
JMC 601 Media, Culture, Gender and Race
JMC 602 Seminar in Advertising
JMC 603 Seminar in Public Relations
JMC 610 Introduction to Graduate Studies
JMC 620 Strategic Communications
JMC 630 Theories of Mass Communications
JMC 658 New Technologies
JMC 660 Methods of Communications Research[R]
JMC 670 Philosophical and Ethical Concepts of the Mass Media[L]
JMC 690 Comprehensive Project

One course chosen from the following:
COM 682 Crisis Communication
JMC 616 Professional Internship in Mass Communications
MKT 667 Marketing Planning and Application
NLS 675 Social Entrepreneurship

Other Degree Requirements
- JMC 391 is required for students without an undergraduate degree in Public Relations or closely-related discipline. JMC 391 may not be used for graduate credit; may be taken concurrently with JMC 610.
- 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.
- For the Master of Arts degree only, the candidate must demonstrate competency in an approved foreign language.

CERTIFICATE: Public Relations Practice

CIP 09.0101

Total Course Requirements..... 18 hours
JMC 601 Media, Culture, Gender and Race
JMC 602 Seminar in Advertising
JMC 603 Seminar in Public Relations
JMC 620 Strategic Communications
JMC 658 New Technologies
One course chosen from the following:
COM 682 Crisis Communication
JMC 616 Professional Internship in Mass Communications
MKT 667 Marketing Planning and Application
NLS 675 Social Entrepreneurship

Graphic Communications Media

This program is designed to prepare individuals for employment at the supervisory and management levels in the printing and graphic communications industries.

Graduates of this program will be qualified to function as entry level managers, production planners, quality control specialists, production control expeditors, estimators, sales representatives, or customer service representatives.

We expect our Graphic Communications media students to learn how to:

1. Write clearly and accurately
2. Use media technology appropriate to the task
3. Understand data and statisitics
4. Think creatively
5. Exhibit professional career-related behavior

MAJOR:
Graphic Communications Media

Bachelor of Science Degree
CIP 10.0301

University Studies Requirements ..... 38-44 hrs
(See *Academic Degrees and Programs*.)

University Studies selections must include:
•Scientific Inquiry, Methodologies, and Quantitative Skills
STA 135 Introduction to Probability and Statistics
•Social and Self-Awareness and Responsible Citizenship
ECO 140 Contemporary Economics
or
ECO 230 Principles of Macroeconomics
or
ECO 231 Principles of Microeconomics
•University Studies Electives
CSC 125 Internet and Web Page Design
or
CSC 199 Introduction to Information Technology

Required Courses ..... 35 hrs
JMC 100T Transitions
GCM 151 Introduction to Graphic Communications
GCM 153 Electronic Imaging
GCM 250 Fundamentals of Photography and Photojournalism
GCM 252 Digital Image Conversion
GCM 351 Graphic Communication Processes
GCM 354 Principles of Estimating
GCM 365 Customer Service in Print Media
GCM 441 Desktop Multimedia
GCM 442 Digital Interactive Technology
GCM 454 Color Management and Quality Control
GCM 558 Trends in Graphic Communications
JMC 499 Senior Seminar

Required Limited Elective ..... 3 hrs
Choose from the following:
ACC 200 Principles of Financial Accounting
ART 353 Web Design
JMC 394 Introduction to Advertising
JMC 596 Internship
MGT 350 Fundamentals of Management
MKT 360 Principles of Marketing

Co-Requirements for Majors..... 6 hrs
ART 111 Two-Dimensional Design
ENG 324 Technical Writing

Required Minor ..... 21-24 hrs

Unrestricted Electives..... 13-19 hrs

Total Curriculum Requirements ..... 120 hrs

Graphic Communications Technology Minor ..... 24 hrs
GCM 151, 153 and 18 hours selected from the following courses: GCM 250, 252, 351, 365, 441, 442, or 454. Six hours must be upper-level courses. Graphic Communications Media majors may not choose this minor.

Photography Minor ..... 21 hrs
GCM 153, 250 and 15 hours selected from the following courses: ART 350, 382; GCM 350, 357, 358, 359, 360, 440, 454; JMC 270. GCM majors may substitute an elective from this list for GCM 153 and GCM 250. Six hours must be upper-level courses.

Department of Management, Marketing and Business Administration

451 Business Building
270-809-6196
msu.mgtmkt@murraystate.edu

Chair: Joy Roach Humphreys. **Faculty:** Andonova, Betts, Dublin, Holmes, Huang, Johnston, Keller, Linnhoff, Mangold, Miles, Muuka, North, Ray, Humphreys, Rose, Seaton, Sheets, Smith, Super.

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 Bauernfeind College of Business to broaden their expertise in another field of interest. Additionally, a student may pursue a minor in business administration, entrepreneurship, golf course management, management, marketing, or real estate.

Within the management area, two tracks are offered which permit students to direct their studies toward specific management fields: entrepreneurship or human resources. 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.

Logistics and supply chain management area students will be educated in core business disciplines; utilization of problem-solving and decision-making skills in business, ethics, and information technology; and the multicultural dimensions of the modern business environment. Students will also develop competencies in transportation and logistics, organizational behavior, supply chain management, and data analysis to prepare them for employment within the many transportation and logistics firms within the region and the state.

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.

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.

ASSOCIATE: Business Administration

Associate of Arts Degree
CIP 52.0101

University Studies Requirements ..... 38-43 hrs
(See *Academic Degrees and Programs*.)

University Studies selections must include:
•***Scientific Inquiry, Methodologies, and Quantitative Skills***
MAT 220 Business Calculus
or
MAT 250 Calculus and Analystic Geometry I
One University Studies science course with lab
One University Studies science or mathematics course
•***Social and Self-Awareness and Responsible Citizenship***
ECO 230 Principles of Macroeconomics
One Ethics, Social Responsibility and Civic Engagement course
•***World's Historical, Literary, and Philosophical Traditions***
CIV 201 World Civilizations I
or
CIV 202 World Civilizations II
HUM 211 The Western Humanities Tradition

•***University Studies Electives***
CSC 199 Introduction to Information Technology
ECO 231 Principles of Microeconomics

Required Courses ..... 15 hrs
ACC 200 Principles of Financial Accounting
ACC 201 Principles of Managerial Accounting
FTR 100T Transitions
BUS 215 Business Communication
CIS 243 Business Statistics I
LST 240 Legal Environment of Business

Business Electives[1] ..... 3 hrs

Unrestricted Electives ..... 0-4 hrs

Total Curriculum Requirements ..... 60-61 hrs
[1]Elective choices must be approved by advisor.

AREA: Business Administration

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs*.)

Business Core Requirements..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 3 hrs
Select from the following international business courses:
BUS 396 International Business Seminar
BUS 515 Communicating in an International Business Environment
COM 340 Intercultural Communication
ECO 315 Comparative Economic Systems
ECO 410 Economic Development
ECO 460 International Trade and Finance
FIN 461 International Financial Management
MGT 557 International Management
MKT 568 Global Marketing Management

Business Electives[1] ..... 21-27 hrs
B.S.B. only: 27 hours of business electives, not to exceed nine hours in any one prefix, with at least 18 hours at the 300-level or above.
B.A.B. only: 21 hours of business electives, not to exceed nine hours in any one prefix, with at least 12 hours at the 300-level or above.

Unrestricted Electives ..... 6-11 hrs

Total Curriculum Requirements ..... 120 hrs
[1]A maximum of three hours of cooperative education credit counts toward the degree.

AREA: Business Administration/International Business Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs*.)

Business Core Requirements..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Business Electives[1] ..... 21-27 hrs
B.S.B. only: 27 hours of business electives, not to exceed nine hours in any one prefix, with at least 15 hours at the 300-level or above.

B.A.B. only: 21 hours of business electives, not to exceed nine hours in any one prefix, with at least 15 hours at the 300-level or above.

BUS 396 International Business Seminar
BUS 515 Communicating in an International Business Environment
ECO 311 European Economic History
ECO 315 Comparative Economic Systems
ECO 320 Women in the Global Economy
ECO 325 Economics of Corruption in Transition and Developing Countries
ECO 410 Economic Development
ECO 460 International Trade and Finance
LSC 475 International Transportation and Logistics
MGT 557 International Management
MKT 568 Global Marketing Management

Required International Electives .....**9 hrs**
Nine hours of electives, with at least three hours at the 300-level or above. Select from among AGR 533, ANT 311, ARC 325, COM 340, CRJ 575, ENG 250, ENG 303-308, ENG 315, GSC 330, HIS 331, HIS 352, HIS 401-415, HIS 478, HIS 479, HIS 481, JMC 400, POL 450-459, SOC 250, SOC 440, SOC 465, SPA 311, SWK 346, SWK 442, or any courses which satisfy the University Studies Global Awareness requirement.

Unrestricted Electives.....**0-5 hrs**

Total Curriculum Requirements ..... **120 hrs**
[1]A maximum of three hours of cooperative education credit counts toward the degree.

MAJOR: Business Administration

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this major if not taken in University Studies or the Business Core.

University Studies Requirements ..... **38-49 hrs**
(See *Academic Degrees and Programs*.)

Business Core Requirements.....**41 hrs**
(See Core Requirements at beginning of this chapter.)

Required Courses ..... **3 hrs**
Select one from the following international business courses:

BUS 396 International Business Seminar
BUS 515 Communicating in an International Business Environment
COM 340 Intercultural Communication
ECO 315 Comparative Economic Systems
ECO 410 Economic Development
ECO 460 International Trade and Finance
FIN 461 International Financial Management
MGT 557 International Management
MKT 568 Global Marketing Management

Business Electives[1].....**6 hrs**

Required Minor[1] ..... **21 hrs**

Unrestricted Electives.....**0-11 hrs**

Total Curriculum Requirements ..... **120 hrs**
[1]A maximum of three hours of cooperative education credit counts toward the degree.

AREA: Management

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs*.)

Business Core Requirements..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 21 hrs
LSC 452 Process Management
MGT 550 Human Resources Management
MGT 551 Organizational Behavior
MGT 557 International Management
MGT electives (9 hrs)

Business Electives[1] (B.A.B.) ..... 3 hrs
Business Electives[1] (B.S.B.)..... 9 hrs

Unrestricted Electives..... 6-11 hrs

Total Curriculum Requirements ..... 120 hrs
[1]A maximum of three hours of cooperative education credit counts toward the degree.

AREA: Management/Entrepreneurship Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs*.)

Business Core Requirements..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 12 hrs
LSC 452 Process Management
MGT 550 Human Resources Management
MGT 551 Organizational Behavior
MGT 557 International Management

Entrepreneurship Track ..... 12 hrs
Choose from the following:
ECO 521 Seminar in Economic Thought: Rand's Objectivism
MGT 358 Entrepreneurial Business Plan Development
MGT 420 Entrepreneurial Strategic Growth
MGT 440 Entrepreneurial Innovation and Creativity
MGT 445 New Product Development
MGT 488 Cooperative Education/Internship
MGT 490 Entrepreneurial Consulting
MGT 595 Special Problems
MKT 390 Entrepreneurial Marketing
Note: A maximum of three hours of cooperative education credit counts toward the degree.

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

Unrestricted Electives..... 6-11 hrs

Total Curriculum Requirements ..... 120 hrs

AREA: Management/Human Resources Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs*.)

Business Core Requirements..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 12 hrs
MGT 550 Human Resources Management
MGT 551 Organizational Behavior
MGT 557 International Management
MGT 558 Advanced Topics in Human Resource Management

Human Resource Track ..... 12 hrs
MGT 553 Human Resource Selection
MGT 559 Compensation Management
And two courses from the following:
MGT 488 Cooperative Education/Internship
MGT 555 Training and Development
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 of cooperative education credit counts toward the degree.

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

Unrestricted Electives..... 6-11 hrs

Total Curriculum Requirements ..... 120 hrs

AREA: Marketing

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs*.)

Business Core Requirements..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 21 hrs
JMC 394 Introduction to Advertising[1]
or
MKT 460 Integrated Marketing Communications
MKT 463 Consumer Behavior
MKT 565 Marketing Research
MKT 568 Global Marketing Management
MKT electives (9 hrs)
(Six hours must be 300-level or higher.)
Note: A maximum of three hours of cooperative education credit counts toward the degree.

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

Unrestricted Electives..... 6-11 hrs

Total Curriculum Requirements ..... 120 hrs

[1]MKT 360 must be taken as a prerequisite by all business program students.

AREA: Marketing/Entrepreneurship Track

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

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs*.)

Business Core Requirements..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 12 hrs

JMC 394 Introduction to Advertising[1]
or
MKT 460 Integrated Marketing Communications
MKT 463 Consumer Behavior
MKT 565 Marketing Research
MKT 568 Global Marketing Management

Entrepreneurship Track ..... 12 hrs

Choose from the following:

ECO 521 Seminar in Economic Thought: Rand's Objectivism
MGT 358 Entrepreneurial Business Plan Development
MGT 420 Entrepreneurial Strategic Growth
MGT 440 Entrepreneurial Innovation and Creativity
MGT 445 New Product Development
MGT 490 Entrepreneurial Consulting
MKT 390 Entrepreneurial Marketing
MKT 488 Cooperative Education/Internship
MKT 595 Special Problems

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

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

Unrestricted Electives..... 6-11 hrs

Total Curriculum Requirements ..... 120 hrs

[1]MKT 360 must be taken as a prerequisite by all business program students.

Logistics and Supply Chain Management

The Logistics and Supply Chain Management program prepares individuals to manage and coordinate all logistical functions in an enterprise, ranging from acquisitions to receiving and handling, through internal allocation of resources to operations units, to the handling and delivery of output. It includes instruction in acquisitions and purchasing, inventory control, storage and handling, just-in-time manufacturing, logistics planning, shipping and delivery management, transportation, quality control, resource estimation and allocation, and budgeting.

AREA: Logistics and Supply Chain Management

Bachelor of Arts in Business/Bachelor of Science in Business Degree
CIP 52.0203

Note: The courses, listed under *Entrance Standards for Business Programs* at the beginning of this chapter, are required for this area if not taken in University Studies or the Business Core.

University Studies Requirements ..... 38-49 hrs
(See *Academic Degrees and Programs*.)

Business Core Requirements..... 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses ..... 21 hrs
Note: Students must maintain a cumulative GPA of 2.50 or higher in the following courses.
LSC 452 Process Management
LSC 461 Purchasing and Supply Management
LSC 470 Logistics Management
LSC 475 International Transportation and Logistics
LSC 480 Supply Chain Management Strategy
MGT 550 Human Resource Management
MGT 551 Organizational Behavior

Required Limited Electives[1] (B.A.B.) ..... 3 hrs
Required Limited Electives[1] (B.S.B.)..... 6 hrs
Choose electives from the following:
CIS 543 Data Analysis and Modeling
CIS 548 Enterprise Resource Planning
IET 587 Quality Control
IET 591 Materials Management
MGT 445 New Product Development
MKT 485 Business GIS in Marketing

Business Electives[1] (B.S.B. only) ..... 3 hrs

Unrestricted Electives..... 6-11 hrs

Total Curriculum Requirements ..... 120 hrs
[1]A maximum of three hours of cooperative education credit counts toward the degree.

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.

Entrepreneurship Minor ..... 21 hrs
ACC 200; MGT 350, 358, 420; MKT 360; and six hours chosen from the following: ECO 521; MGT 440, 445, 488, 490; MKT 369 or 475. Six hours must be upper-level courses.

Golf Course Management..... 21 hrs
ACC 200; AGR 160, 345, 460 (two semesters); MGT 350; and three hours of electives selected from either AGR 462 or MGT 370. Six hours must be upper-level courses.

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.

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.

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.

Department of Organizational Communication

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

Chair: R. Michael Bokeno. **Faculty:** Bokeno, Coel, Cox, Faulkner, Gesler, Miller, Parish, Smith, Tillson, Worley.

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. The department also offers minors in organizational communication and sports 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, decision-making and 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 department also provides exciting opportunities for real world experience with our internship program. Students will work with an internship advisor to be placed in a work setting while gaining college credit. Here, students will be able to immediately apply communication theories and competencies in their workplace, reflect on their findings, and discuss those with their faculty internship advisor.

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 non-profit leadership studies).

The total number of credit hours earned in business courses (ACC, BUS, CIS, FIN, MGT, MKT, RES, LST 240, LST 440) 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.

Major: Organizational Communication

Bachelor of Arts/Bachelor of Science Degree
CIP 09.0901

University Studies Requirements ..... 38-44 hrs
(See *Academic Degrees and Programs*.)

Required Courses ..... 31 hrs
COM 100T Transitions
COM 201 Communication Foundations and Theory
COM 331 Interpersonal Communication
COM 340 Intercultural Communication
COM 353 Team Communication and Leadership
COM 361 Career Presentations[1]
or
COM 461 Persuasive Communication[1]
COM 380 Organizational Communication
COM 384 Communication Skills for Professionals
COM 390 Communication Research
COM 580 Advanced Organizational Communication
COM 595 Senior Seminar in Organizational Communication

Required Electives[2] ..... 9 hrs
Choose from the following:
COM 215 Introduction to Sports Communication
COM 260 Communication Ethics
COM 315 Coaching as Communication
COM 345 Diversity, Communication, and the Workplace
COM 361 Career Presentations[1]
COM 367 Communication and Critical Thought
COM 386 Corporate Communication
COM 401 Contemporary Issues in Communication
COM 422 Communication and Technology
COM 439 Conflict and Communication
COM 461 Persuasive Communication[1]
COM 488 Cooperative Education/Internship
COM 489 Cooperative Education/Internship
COM 510 Internship
COM 530 Seminar in Interpersonal Communication
COM 553 Advanced Team Communication and Leadership
COM 577 Organizational Learning and Dialogue

Required Minor ..... 21 hrs

Unrestricted Electives ..... 15-21 hrs

Total Curriculum Requirements ..... 120 hrs

[1]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.
[2]A maximum of three hours may be chosen with advisor approval from courses not on the list.

Organizational Communication Minor ..... 24 hrs
COM 201, 331, 380, 384, 390, 595 and six hours of restricted electives from the following: COM 215, 260, 340, 345, 353, 361, 367, 386, 422, 439, 461, 580. (Three hours may be other courses if approved by minor advisor.) Six hours must be upper-level courses.

Sports Communication Minor . . . . . .21 hrs
COM 215, 315, 386, 439 and nine hours of restricted electives from the following: COM 353, 401, 510; HIS 330; JMC 384; MGT 370; MKT 285; PSY 222; SOC 436. Six hours must be upper-level courses.

Graduate Programs

Graduate Coordinator - Frances Smith
fsmith@murraystate.edu

The Department of Organizational Communication offers the degrees of Master of Arts or Master of Science 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.

Murray and Regional Campus Options

The graduate degree is delivered in multiple formats. At the Murray campus, the graduate program can be completed through a combination of night, online, and independent study courses. Our online program is growing. These options provide greater flexibility for working adults to pursue the degree part-time or full-time based on their schedules. Second, a 16-month, cohort program is offered on a rotating basis at our regional campuses depending on demand. The combination of weekend and online instruction maximizes learning while minimizing the number of class meetings. Each course in the accelerated format is five weeks long. Students take two or three courses each semester during the 16-month timeframe. Once completed, the 16-month program moves to the next regional campus.

Requirements for Admission

Applicants must meet the Murray State University requirements (see *Graduate Admissions*). 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.

Master of Arts: Organizational Communication

CIP 09.0901

THESIS REQUIREMENTS ONLY

Total Course Requirements ..... 33 hours

COM 622 Communication Technology in Organizations
or
COM 631 Interpersonal Communication at Work
or
COM 639 Seminar in Conflict Resolution
COM 672 Communication in Instructional Environments[1]
COM 680 Advanced Organizational Communication[PT,2]
COM 689 Foundations of Organizational Communication[L]

COM 690 Research Methods in Organizational Communication[R]
COM 693 Readings in Communication Research
COM 698-699 Thesis
Approved COM elective, 600-level (3 hrs)
Approved electives, 600-level (6 hrs)

Other Degree Requirements
- Oral defense of the thesis.
- Comprehensive examination designed to facilitate integrative learning.

Master of Science: Organizational Communication

CIP 09.0901

NON-THESIS REQUIREMENTS ONLY

Total Course Requirements..... 30 hours
COM 622 Communication Technology in Organizations
or
COM 631 Interpersonal Communication at Work
or
COM 639 Seminar in Conflict Resolution
COM 672 Communication in Instructional Environments[1]
COM 680 Advanced Organizational Communication[PT, 2]
COM 689 Foundations of Organizational Communication[L]
COM 690 Research Methods in Organizational Communication[R]
Approved COM electives, 600-level (6 hrs)
Approved electives, 600-level (9 hrs)

Other Degree Requirements
Comprehensive examination designed to facilitate integrative learning.

[1]Required of teaching assistants only.
[2]If COM 580 or 585 was not taken for undergraduate degree.

CERTIFICATE: Organizational Dynamics

CIP 09.0999

The Certificate in Organizational Dynamics is designed to enhance a person's ability to lead and be effective in organizational settings. Emphasis is placed on recognizing and responding to internal and external issues to the organization that impact productivity, reputation, and success.

Requirements for Admission

Students who hold an undergraduate degree, graduate degree, or are currently enrolled in a graduate degree program may apply for the Certificate in Organizational Dynamics program.

Applicants must comply with the Murray State University requirements (see *Graduate Admissions*). Additional requirements for unconditional admission are as follows:
- for unconditional admission, an undergraduate GPA of 3.0 or higher in the last two years of undergraduate work with a minor in communication, business, or related field;
- for conditional admission, an undergraduate GPA of at least 2.50 is required.

Total Course Requirements..... 12 hours
COM 639 Seminar in Conflict Resolution
COM 685 Seminar in Organizational Communication
six hours of approved electives from the following:
COM 631 Interpersonal Communication at Work
COM 653 Advanced Team Communication and Leadership
COM 673 Organizational Training and Development
COM 677 Organizational Learning and Dialogue
JMC 602 Seminar in Advertising
JMC 603 Seminar in Public Relations
MGT 651 Seminar in Organizational Behavior