



Arthur J. Bauernfeind College of Business



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DEPARTMENTS

Accounting	66	Management, Marketing and Business Administration	79
Computer Science and Information Systems	68	Organizational Communication	83
Economics and Finance	71		
Journalism and Mass Communications	74		

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

GRADUATE

Master's

- Business Administration
- Economic Development
- Information Systems
- Mass Communications
- Organizational Communication
- Telecommunications Systems Management

Certificate

- Organizational Dynamics
- Public Relations Practice

Arthur J. Bauernfeind College of Business

New research findings, technological breakthroughs, and changing economic conditions offer challenges and excellent employment opportunities which 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 (SBDC), the Regional Business and Innovation Center (RBIC), the Center for Economic Education, TV-11, the *Journal of Business and Management Landscapes*, 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.) are accredited by AACSB-International—The Association to Advance Collegiate Schools of Business.

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.

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. 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 marketplace.
- 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 Basic or Discovery Scholarship, with secondary emphasis on both Applied or Integration/Application Scholarship and Teaching and Learning Scholarship.

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

Students pursuing 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

A student pursuing an area business program or the major in business administration within the college must be admitted 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, ACC 201, BUS 215, CIS 243 or STA 135, CIV 201 or 202, COM 161, CSC 199, ECO 230, ECO 231, ENG 105, HUM 211, LST 240, MAT 220 or 250.

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 201 or 202 for CIV 201 or 202
- HON 232 for ECO 230 and ECO 231
- HON 251 for HUM 211

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.

Business 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.

100T	Transitions ¹	1
ACC	200 Principles of Financial Accounting ²	3
ACC	201 Principles of Managerial Accounting ²	3
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

¹Consult with academic advisor to select the appropriate transitions course.

²Students pursuing an area in accounting must have a grade of B or better.

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

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

⁵A 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.

⁶STA 235 may be used to meet this requirement.

⁷Students 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 seven 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 Science in Economic Development; 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: See page 58 for graduate courses notated with ^L, ^R, or ^{PT}.

Arthur J. Bauernfeind Graduate Program in Business Administration

Director - Joy Roach Humphreys
email: jhumphreys4@murraystate.edu
270-809-4259

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 analyses of business problems, the determination of business policies, and development of the skills and mature judgment necessary for competent management.

The 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 selected graduate electives. The accounting concentration requires additional foundation courses. There is no comprehensive examination or thesis requirement. However, the capstone course, MGT 656, can be taken only after completion of 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, or request a waiver if one of the following criteria can be met:

- an earned graduate degree
- undergraduate GPA of 3.25 or higher
- undergraduate GPA of 3.0 or above with two years of professional work experience

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

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

GRE Users: $\text{GRE} \geq 321 - (11.66 \times \text{GPA})$

(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: $200 \times (\text{LGPA} - 0.25) + \text{GMAT} > 1,000$.

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 assistant dean/MBA director. International students are not 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 hrs¹

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]	

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

²ACC 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	Introduction to Business Analytics	
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 assistant dean's office (270-809-4259) 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 during the subsequent 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 hrs¹

- ACC 490 Survey of Accounting² [or ACC 200 and 201]
- ECO 490 Survey of Economics² [or ECO 230 and 231]
- CIS 490 Survey of Calculus and Statistics²
[or CIS 343 and MAT 220]
- FIN 330 Principles of Finance
- MKT 490 Survey of Marketing and Management²
[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.

²ACC 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 Introduction to Business Analytics^{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/
Business Analytics Concentration** CIP 52.0101

Total Course Requirements 30 hours

- ACC 604 Accounting for Decision Making
- CIS 653 Introduction to Business Analytics^{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:

- CIS 603 Project Management
or
- CIS 609 Data Management
- CIS 643 Advanced Business Analytics
- CIS 650 Software Development

**Master of Business Administration/
Economic Development Concentration** CIP 52.0101

Total Course Requirements 30 hours

- ACC 604 Accounting for Decision Making
- CIS 653 Introduction to Business Analytics^{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:

- ECO 610 Introduction to Economic Development
- ECO 611 Economic Development Methods
- ECO 655 Cost Benefit Analysis
- FIN 610 Economic Development Finance

**Master of Business Administration/
Finance Concentration** CIP 52.0101

Total Course Requirements 30 hours

- ACC 604 Accounting for Decision Making
- CIS 653 Introduction to Business Analytics^{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 Introduction to Business Analytics^{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 Introduction to Business Analytics^{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 Introduction to Business Analytics^{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

Choose three electives from the following:

- JMC 602 Seminar in Advertising
- MKT 645 Seminar in New Product Development
- MKT 663 Advanced Consumer Behavior
- MKT 669 Seminar in Global Marketing
- MKT 675 Seminar in Digital Marketing

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 41 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 58 hrs

- ACC 200 Principles of Financial Accounting
- CIS 307 Decision Support Technologies
- CIS 317 Principles of Information Systems Analysis and Design
- CSC 232 Programming in C#
- ENG 324 Technical Writing
- FIN 330 Principles of Finance
- IOE 350 Technology Management
- IOE 399 Professional Development Seminar I
- MKT 360 Principles of Marketing
- TSM 100T Transitions
- TSM 134 Introduction to Telecommunications Systems Management
- TSM 232 Operating Systems
- TSM 233 Network Services
- TSM 241 Networking Fundamentals
- TSM 301 Physical Network Theory
- 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/Internship¹

Selected Emphasis..... 21 hrs

Choose **one** of the methods of completion below:

- 1) Select 21 hours from any of the classes listed below or
- 2) Select two emphasis areas and complete at least 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: MGT or MKT. 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

Cybersecurity

- TSM 352 System Security
- TSM 353 Network Security
- TSM 440 Information Policy and Security Auditing
- TSM 441 Advanced Information Security

Network and Systems 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
- ECO 335 Economics and Public Policy of Telecommunications Industry
- LSC 443 Fundamentals of Operations and Technology
- MGT 358 Entrepreneurial Business Plan Development
- MKT 475 Digital Marketing
- TSM 360 Virtualized Enterprise Systems
- TSM 444 Enterprise Networks

Total Curriculum Requirements 120 hrs

¹Maximum of three hours Internship or Cooperative Education counts toward a degree.

Telecommunications Systems Management Minor 22 hrs

TSM 134, 135, 232, 233, and 241. Nine hours of advisor approved electives. Six hours must be 300- or 400-level courses.

Graduate Program

Coordinator - Marcia Combs Ford
270-809-3661

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

GRE Users: $\text{GRE} \geq 321 - (11.66 \times \text{GPA}) - (\text{Combined quantitative and verbal sections only})$

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, international candidates must take the TOEFL and score 79 overall with no band less than 16, or the IELTS and score 6.5 with no band less than 6.0, 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, TSM 602, TSM 603, TSM 607, TSM 610, 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) 79

2) Minimum of 16 in each band or International English Language Testing System (IELTS) exam and score 6.5 on the academic test (with no band <6.0) 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
- TSM 601 Telecommunications Principles
- TSM 602 Telecommunications Systems
- TSM 603 Telecommunications Project Management
- TSM 607 Advanced 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, IOE, and TSM. Other prefixes may be used with director's approval. Check course descriptions for prerequisites. Not all 600-level courses are offered online.

Department of Accounting

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

Chair: Leigh Johnson. **Faculty:** Grossman, Harris, Johnson, Naaman, O'Shaughnessy, Sahyoun, Tervo, Twardus.

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 concentration.

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 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 Requirements¹ **41 hrs**
(See Core Requirements at beginning of this chapter.)

Required Courses **26 hrs**

- ACC 202 Accounting Applications Laboratory²
- 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 hrs³**

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

²Requires a grade of B or better.

³Students 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 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 Requirements¹ 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses 29 hrs

- ACC 202 Accounting Applications Laboratory²
- 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 hrs³

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

²Requires a grade of B or better.

³Students 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 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 Requirements¹ 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses 38 hrs

- ACC 202 Accounting Applications Laboratory²
- 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 hrs³

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

²Requires a grade of B or better.

³Students 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 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 Requirements¹ 41 hrs
(See Core Requirements at beginning of this chapter.)

Required Courses 35 hrs

- ACC 202 Accounting Applications Laboratory²
- 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#
- EES 521 Geographic Information Systems
- FIN 421 Financial Models
- MKT 475 Digital Marketing

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 hrs³

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

²Requires a grade of B or better.

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

Accounting Minor22 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, Ford, Kuzey, Pilgrim, Raj, Singh, Smith, Sutrick, Tennyson, Wright.

According to the United States Department of Labor, “Employment of computer and information technology occupations is projected to grow 13 percent from 2016 to 2026, faster than the average for all occupations. These are projected to add about 557,100 new jobs. Demand for these workers will stem from greater emphasis on cloud computing, the collection and storage of big data, and information security.” [Source: <https://www.bls.gov/ooh/computer-and-information-technology/>]

The faculty in the department 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 a healthy collection of modern software to provide sound practical experience with the latest in computer hardware and software. The learning environment and curricula are structured to give the student the theoretical foundation and practical hands-on 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 Master of Science 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 completing 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.

Students pursuing a major (or area) in computer science may choose to specialize in “threads of emphasis”. At 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. Students electing to go with a major are required 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.

Starting in fall 2018, the department will be offering a minor in game development. This should be of interest to students wishing to explore a career in this growing field that combines programming, math as well as the creative aspects of art and writing. By Spring 2019, the students will also have a game development track to go with the area and major in computer science.

The department also offers a minor in computer information systems for those wanting to get the basics of modern information systems after having mastered their primary field of study such as economics, mathematics, chemistry, biology, criminal justice etc.

The minor in Data Analytics, is offered for those wanting to get a general understanding of the now-popular “Data Science” career path. The choice of courses gives students a sense of preparation needed for a more thorough immersion on Data Science. The knowledge domains span Computer Science, Statistics, Business and Information Systems. Please contact the department for specifics.

A minor in computer science is also available for students majoring in other areas to boost their career prospects with a subset of key computer science courses.

AREA: Computer Information Systems

Bachelor of Arts in Business/Bachelor of Science in Business 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 Requirements⁴ 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 Electives² 9 hrs

Choose from the following:

- 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 Management for Data Warehouses
- CIS 525 Overview of E-Business Technologies
- CIS 543 Data Analysis and Modeling
- CIS 548 Enterprise Resource Planning
- CSC 233 Programming in Python
- CSC 235 Programming in C++
- CSC 310 Database Administration
- CSC 332 Advanced Programming in C#
- CSC 345 Data Structures
- CSC 360 Scripting Languages
- EES 202 Introduction to Geographic Information Science³
- EES 512 Remote Sensing³
- EES 521 Geographic Information Systems³
- LSC 461 Principles of Purchasing and Supply Management
- 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
- MGT 558 Advanced Topics in Human Resources
- MKT 475 Digital Marketing
- 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

¹CIS 307 should be taken in lieu of BUS 355.

²A maximum of one cooperative education/internship course is allowed. A minimum of three hours of restricted electives must be upper-level.

³Counted towards earning a certificate in geographic information systems.

AREA:

Computer Science

Bachelor of Arts/Bachelor of Science

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 43 hrs

- CSC 100T Transitions
- 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 Area¹ 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 0-24 hrs

Total Curriculum Requirements 120 hrs

¹Required 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 43 hrs

- CSC 100T Transitions
- 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 Major¹ 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 0-18 hrs

Total Curriculum Requirements 120 hrs

¹Required 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.

Game Development Minor 21 hrs

CSC 145, 232, 233, or 235; CSC 275; CSC 515; CSC 575; and three courses chosen from ART 350, 354, 357, 362, CSC 360, 370, and 425.

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 diverse areas as analytics, 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. Students can choose either the Business Analytics concentration or the Information Security concentration. For those seeking the Business Analytics concentration, a foundation in business statistics is expected. (*See [Foundation Courses requirements below.](#)*)

Upon successful completion, graduates can move into careers in business analytics, information security, software development, college-level teaching, project management, or consulting based on individual strengths, skills, and inclination.

Requirements for Admission

Students with any four-year 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 16th for spring admission, and April 30th for fall admission. A complete application packet includes 1) official undergraduate transcript; and 2) official and valid GRE or GMAT score report (MSU Institution Code = 1494). Additionally, international students whose native language is not English must submit evidence of English proficiency; we accept TOEFL or IELTS scores as evidence.

Note: Some three-year degree programs from other countries are considered to be equivalent to a four-year bachelor's degree from the United States. Contact the International Admissions office for details.

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

Students who choose the Business Analytics concentration will be expected to have completed CIS 343 or its equivalent course with a grade of B or better before scheduling the Business Analytics electives.

NON-THESIS REQUIREMENTS ONLY

Total Course Requirements 30 hours

- CIS 601 Telecommunications Principles
- CIS 603 Telecommunications Project Management
- CIS 609 Data Management
- CIS 645 Decision Support and Expert Systems
- CIS 648 Enterprise Resource Planning
- CIS 650 Software Development^{L,R}
- 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 any graduate level courses in CIS, TSM or other business disciplines. All electives must be approved by the program director.

Other Degree Requirements

In order to receive the degree, a candidate must earn a minimum grade point average of 3.00 in all program-related 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 director/graduate coordinator.

**Master of Science in Information Systems/
Business Analytics Concentration**

CIP 11.0103

Total Course Requirements 30 hours

- CIS 601 Telecommunications Principles
- CIS 603 Telecommunications Project Management
- CIS 609 Data Management
- CIS 645 Decision Support and Expert Systems
- CIS 648 Enterprise Resource Planning
- CIS 650 Software Development^{L,R}
- CIS 688 Graduate Internship in Information Systems
- or*
- CIS 695 Comprehensive Project in Computer Information Systems

Business Analytics Concentration

- CIS 643 Advanced Business Analytics
- CIS 653 Introduction to Business Analytics
- CIS 663 Developing Analytics Applications

Other Degree Requirements

In order to receive the degree, a candidate must earn a minimum grade point average of 3.00 in all program-related 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 director/graduate coordinator.

**Master of Science in Information Systems/
Information Security Concentration**

CIP 11.0103

Total Course Requirements 30 hours

- CIS 601 Telecommunications Principles
- CIS 603 Telecommunications Project Management
- CIS 609 Data Management
- CIS 645 Decision Support and Expert Systems
- CIS 648 Enterprise Resource Planning
- CIS 650 Software Development^{L,R}
- CIS 688 Graduate Internship in Information Systems
- or*
- CIS 695 Comprehensive Project in Computer Information Systems

Information Security Concentration

- TSM 615 Information System Security
- TSM 625 Information Security Risk Management
- TSM 630 Telecommunications Legal Environment: Law, Policy and Regulations

Other Degree Requirements

In order to receive the degree, a candidate must earn a minimum grade point average of 3.00 in all program-related 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 director/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 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 Accounting¹

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

¹Required for BS only.

MAJOR:

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

Bachelor of Arts/Bachelor of Science

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 Technology¹

ECO 231 Principles of Microeconomics

Note: Certification requires a grade of B or better in one English composition course and a B or better in a University Studies math course, public speaking, and EDU 180 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 Accounting²

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 Development²

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

- ¹With a grade of C or better.
- ²May be used as a University Studies elective for B.S.
- ³Must be taken together and two semesters before student teaching.
- ⁴Must be taken one semester before student teaching.

Economics Minor21 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 Minor22 hrs

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

International Economics Minor21 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 Minor24 hrs

Open only to majors in economics, geography, history, or political science who seek secondary certification in social studies. ECO 231, EES 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 advisor approved from a social science discipline other than the major; and requirements for certification for teaching secondary school social studies, grades 8-12 through the College of Education and Human Services must also be met.

Graduate Programs

Graduate Coordinator - Martin Milkman
mmilkman@murraystate.edu

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.

Master of Science Economic Development

CIP 45.0604

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.

Master of Arts in Education Secondary Teacher Leader/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 Economics

CIP 45.0601

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

Master of Science Economics/Finance Concentration

CIP 45.0601

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

AREA:

Finance

Bachelor of Arts in Business/Bachelor of Science in Business 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 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 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:** Anderson, Ezumah, Hinton, Magee, Norsworthy, Owens, Qualls, Shemberger, Thomas, Valentine, Vance, Welsch, White, Wright.

The Department of Journalism and Mass Communications offers five majors leading to a bachelor's degree: advertising, graphic communications media, journalism, public relations, and television production. The department offers five minor programs: advertising, graphic communications technology, journalism, 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 114 programs fully 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 about undergraduate programs, 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) 809-3171 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 The-News.org. The department also publishes an annual 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 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	Media Production
JMC 330	Mass Media Effects
JMC 394	Introduction to Advertising
JMC 417	Advertising Creative Strategies
JMC 426	Advertising Media Sales
JMC 439	Advertising Media Planning
JMC 456	Advertising Capstone: The Campaign
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	Writing for Media Production
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 hrs¹

CSC 125	Internet and Web Page Design
<i>or</i>	
CSC 199	Introduction to Information Technology
GCM 153	Electronic Imaging

Required Minor 21-24 hrs

Unrestricted Electives 11-20 hrs

Total Curriculum Requirements 120 hrs

¹Or 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 Media Production
- JMC 304 Multimedia Writing
- JMC 305 News Editing
- JMC 330 Mass Media Effects
- JMC 397 In-depth Reporting
- JMC 398 Advanced Multimedia Reporting
- JMC 499 Senior Seminar
- JMC 590 Mass Communication Law
- JMC 597 Collaborative Journalism Capstone

Required Limited Electives..... 3 hrs

Choose from the following:

- GCM 250 Fundamentals of Photography and Photojournalism
- JMC 322 Mass Media Study Abroad
- JMC 336 Writing for Media Production
- 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 hrs¹

- CSC 125 Internet and Web Page Design
- or*
- CSC 199 Introduction to Information Technology
- GCM 153 Electronic Imaging

Required Minor 21-24 hrs

Unrestricted Electives 11-20 hrs

Total Curriculum Requirements 120 hrs

¹Or 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 Media Production
- JMC 330 Mass Media Effects
- JMC 391 Public Relations Principles
- JMC 412 Content Creation for Public Relations
- JMC 440 Research Methods for Public Relations
- JMC 444 Digital Technology for Public Relations
- JMC 491 PR Capstone: Cases and Campaigns
- 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 News Editing
- JMC 322 Mass Media Study Abroad
- JMC 336 Writing for Media Production
- JMC 384 Sports Media
- JMC 385 Directed Individual Study
- JMC 394 Introduction to Advertising
- JMC 396 Publication Design
- JMC 397 In-depth Reporting
- JMC 398 Advanced Multimedia Reporting
- 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 hrs¹

- CSC 125 Internet and Web Page Design
- or*
- CSC 199 Introduction to Information Technology
- GCM 153 Electronic Imaging

Required Minor 21-24 hrs

Unrestricted Electives 11-20 hrs

Total Curriculum Requirements 120 hrs

¹Or 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	Media Production
JMC 330	Mass Media Effects
JMC 336	Writing for Media Production
JMC 358	Television Studio Production
JMC 369	Audio/Video Post Production
JMC 448	Media Production Enterprises
JMC 451	Television Field Production
JMC 455	Capstone in Media Production
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	Advanced Multimedia Reporting
JMC 426	Advertising Media Sales
JMC 440	Research Methods for Public Relations
JMC 586	Special Topics
JMC 596	Internship

Co-Requirements for Majors..... 6 hrs¹

CSC 125	Internet and Web Page Design
<i>or</i>	
CSC 199	Introduction to Information Technology
GCM 153	Electronic Imaging

Required Minor 21-24 hrs**Unrestricted Electives**..... 11-20 hrs**Total Curriculum Requirements** 120 hrs¹Or 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

Graduate Coordinator - Bellarmine Ezumah
270-809-3171

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 AdmissionApplicants 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 must complete Level 6, AND students must submit TOEFL scores of at least 497 paper-based or 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
<i>or</i>	
JMC 615	American Media History
<i>and</i>	
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

Four 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 for 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 statistics
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 Experience in Graphic Arts
- 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.mgmtmkt@murraystate.edu

Chair: R. Heath Keller. **Faculty:** Andonova, Betts, Dublin, Holmes, Humphreys, Huang, Johnston, Karabas, Keller, Lefebvre, Linnhoff, Miles, Muuka, North, Ray, Seaton, Sheets, 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.

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 organiza-

tions. 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.

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 Analytic 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 Electives¹..... 3 hrs

Unrestricted Electives..... 0-4 hrs

Total Curriculum Requirements 60-61 hrs

¹Elective choices must be approved by advisor.

AREA:

Business Administration

Bachelor of Arts in Business/Bachelor of Science in Business 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 Electives¹ 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

¹A 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 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 Electives¹..... 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.

Twelve of these hours must be chosen from the following:

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 Electives9 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, EES 330, ENG 250, ENG 303-308, ENG 315, 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

¹A 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 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 Electives¹.....6 hrs

Required Minor¹ 21 hrs

Unrestricted Electives..... 0-11 hrs

Total Curriculum Requirements 120 hrs

¹A maximum of three hours of cooperative education credit counts toward the degree.

AREA:

Management

Bachelor of Arts in Business/Bachelor of Science in Business 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 Electives¹ (B.A.B.) 3 hrs

Business Electives¹ (B.S.B.)..... 9 hrs

Unrestricted Electives..... 6-11 hrs

Total Curriculum Requirements 120 hrs

¹A 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 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 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 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

- MKT 460 Integrated Marketing Communications
- MKT 463 Consumer Behavior
- MKT 565 Marketing Research
- MKT 568 Global Marketing Management

Nine hours of MKT electives chosen from the following:

(Six hours must be 300-level or higher.)

- MKT 285 Emerging Technologies in Marketing
- MKT 361 Selling and Sales Management
- MKT 369 Retailing Management
- MKT 390 Entrepreneurial Marketing
- MKT 462 Sales Management
- MKT 475 Digital Marketing
- MKT 488 Cooperative Education/Internship
- MKT 489 Cooperative Education/Internship
- MKT 564 Marketing Channels
- MKT 578 Social Media and Marketing
- MKT 585 Location Analytics in Marketing
- MKT 595 Special Problems

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

¹MKT 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 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

- 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 489 Cooperative Education/Internship
- MKT 595 Special Problems

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

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

Unrestricted Electives..... 0-11 hrs

Total Curriculum Requirements 120 hrs

¹MKT 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 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 Electives¹ (B.A.B.) 3 hrs

Required Limited Electives¹ (B.S.B.)..... 6 hrs

Choose electives from the following:

- CIS 543 Data Analysis and Modeling
- CIS 548 Enterprise Resource Planning
- IOE 587 Quality Control
- IOE 591 Materials Management
- LSC 489 Cooperative Education/Internship
- MGT 445 New Product Development
- MGT 557 International Management
- MGT 575 Labor Management Relations
- MKT 485 Business GIS in Marketing
- MKT 564 Marketing Channels

Business Electives¹ (B.S.B. only) 3 hrs

Unrestricted Electives..... 6-11 hrs

Total Curriculum Requirements 120 hrs

¹A 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, Luurs, Miller, Parish, Perna, Smith, Tillson.

The Department of Organizational Communication offers programs leading to either the Bachelor of Arts or the Bachelor of Science degree. The major offered is organizational communication. 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 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 Presentations¹
or
COM 461 Persuasive Communication¹
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 Electives² 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 Presentations¹
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 Communication¹
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

¹Majors 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.

²A 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 a Master of Arts or a 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. 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 672 Communication in Instructional Environments¹
- COM 680 Advanced Organizational Communication^{PT,2}
- COM 689 Philosophy and Future 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)

and one of the following:

- COM 622 Communication Technology in Organizations
- COM 631 Interpersonal Communication at Work
- COM 639 Seminar in Conflict Resolution
- COM 682 Seminar in Crisis Communication

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 672 Communication in Instructional Environments¹
- COM 680 Advanced Organizational Communication^{PT,2}
- COM 689 Philosophy and Future 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)

and one of the following:

- COM 622 Communication Technology in Organizations
- COM 631 Interpersonal Communication at Work
- COM 639 Seminar in Conflict Resolution
- COM 682 Seminar in Crisis Communication

Other Degree Requirements

Comprehensive examination designed to facilitate integrative learning.

¹Required of teaching assistants only.

²If 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