Lee Business School

Purpose and Focus
The Lee Business School is one of a select number of professional schools of business accredited by the AACSB International — The Association to Advance Collegiate Schools of Business. The college offers academic programs designed to prepare students to be successful in the global marketplace and to meet the challenges of a constantly changing international environment. Graduates are also well-prepared to undertake advanced studies in business, economics, public administration, or law through the combination of liberal arts and professional business education. Both the theory and the practice of business are emphasized throughout the curriculum. Graduates of the Lee Business School acquire basic skills in accounting, economics, and statistics as well as specific skills in the areas of people management, asset and information technology management, and product and service management. The Lee Business School curriculum is structured so students not only acquire an understanding of business operations but also are provided the opportunity for in-depth study in an area of concentration. Integrated throughout the curricula are topics reflecting the unique sectors of Nevada’s economy such as tourism, gaming, and nonprofit and governmental agencies. The development of intellectual and professional competence is stressed in all areas of study.

Accreditation
Northwest Commission on Colleges and Universities
AACSB International — The Association to Advance Collegiate Schools of Business

Departments, Majors and Undergraduate Degrees
Department of Accounting
    Accounting — Bachelor of Science in Business Administration
Department of Economics
    Economics — Bachelor of Arts
    Economics — Bachelor of Science in Business Administration
    Real Estate and Urban Economics – Bachelor of Science in Business Administration
Department of Finance
    Finance – Bachelor of Science in Business Administration
Department of Management, Entrepreneurship and Technology
    Entrepreneurship — Bachelor of Science in Business Administration
    Management Information Systems - Bachelor of Science in Business Administration
    Management — Bachelor of Science in Business Administration
Department of Marketing and International Business
    International Business — Bachelor of Science in Business Administration
    Marketing — Bachelor of Science in Business Administration

Minors
Department of Accounting
    Accounting
    Auditing

Lee Business School
    Business Administration (for non-business majors only)
    Business Analytics
    Global Entrepreneurship Experience Minor

Department of Economics
    Economics
    Real Estate

Department of Finance
    Finance
    Risk Management and Insurance

Department of Management, Entrepreneurship and Technology
    Entrepreneurship
    Information Management
    Management

Department of Marketing and International Business
    International Business
    Marketing

Graduate Degree Programs
Accounting — Master of Science
Business Administration — Master of Business Administration (MBA)
MBA dual degrees:
    • Management Information Systems and Master of Business Administration (MBA/MS MIS)
    • Hotel Administration and Master of Business Administration (MBA/MS HOA)
    • Law and Master of Business Administration (MBA/JD)
    • Dental Medicine and Master of Business Administration (MBA/DMD)
Business Administration — Master of Business Administration-Executive (EMBA)
Economics — Master of Arts
Management Information Systems — Master of Science
Management Information Systems dual degree with Hotel Administration (MS MIS/MS HOA)

Catalog Clarifications and Corrections
The Lee Business School periodically posts catalog clarifications on the Undergraduate Advising website. Please go to www.unlv.edu/business/advising/undergrad for more information. The Lee Business School periodically e-mails updates to students via their official UNLV e-mail accounts.

Student Responsibility
Academic success requires that students be diligent and proactive in their education. The ultimate responsibility for that success rests with the student. The Lee Business School expects students to be prepared to participate actively and knowledgeably in the advising process. Therefore, we expect students to understand their degree requirements; meet prerequisites; seek clarification as needed; and behave responsibly, maturely, courteously, and in accordance with the Student Code of Conduct. All Lee Business School students must activate and monitor their UNLV e-mail accounts.
Admission to the Lee Business School
Upon admission to UNLV, all eligible (see below) business students are classified as pre-major students. While classified as such, students must complete the pre-major courses required by the Lee Business School as well as general-education (also called university core) courses. Students may enroll in upper-division courses (300- or 400-level) only after satisfying the specific requirements listed below and after having been admitted to upper-division status.

Freshman admits: Lee Business School pre-major (BUSPRE) admissions standards: All students must place into MATH 124 - College Algebra or higher and ENG 101 (or ENG 113 or ENG 101E or ENG 113E) - Composition I or higher.

Transfer students: Lee Business School pre-major (BUSPRE) admissions standards: All students must place into MATH 124 - College Algebra or higher and ENG 101 (or ENG 113 or ENG 101E or ENG 113E) - Composition I or higher. In addition, transfer students must have a minimum 2.75 cumulative GPA from all schools as calculated by UNLV Office of Admissions.

UNLV students who change major to pre-major (BUSPRE): Lee Business School pre-major (BUSPRE) admissions standards: All students must place into MATH 124 - College Algebra or higher and ENG 101 (or ENG 113 or ENG 101E or ENG 113E) - Composition I or higher. UNLV students changing majors must have a minimum 2.50 UNLV GPA.

Pre-major designation and requirements: While classified as a business pre-major, students must satisfactorily complete the requirements for admission to a business major before enrolling in upper-division (300- and 400-level) business courses.

For the BSBA degree program, those requirements are: (1) 55 credit hours completed or in progress; (2) completion of the eight pre-major courses with grades of C (2.00) or better; (3) computer proficiency; and (4) a minimum 2.75* UNLV GPA. For more information about satisfying computer proficiency, contact Undergraduate Advising.

For the BA in Economics, those requirements are: (1) 55 credit hours completed or in progress; (2) completion of all three pre-major courses with grades of C or better (ECON 102, ECON 103 and ECON 261); and (3) a minimum 2.75* UNLV GPA.

Pre-major courses for the BSBA degree program: ACC 201, ACC 202, COM 101, ECON 102, ECON 103, ECON 261, ENG 102, and select one from MATH 127, MATH 128, MATH 132, MATH 176, MATH 181 or MATH 182. (Minimum grade of C [2.0] or better required in each course.)

Pre-major courses for the BA in Economics: ECON 102, ECON 103 and ECON 261. (Minimum grade of C (2.00) or better required in each course.)

Application to the major (upper division): Students who have met the pre-major requirements may apply to the major by obtaining an application online (www.unlv.edu/business/advising/undergrad/) or from the Undergraduate Advising office. Notification of the admission decision will be e-mailed to the Rebelmail address. A business student who has already been admitted to upper-division business status and wants to change from one business major to another business major must have a minimum 2.0 UNLV GPA to apply for the major change.

*It is possible that the minimum GPA for admission to the Lee Business School and/or to the major may change.

Transfer Policies: Upon admission to UNLV, the Office of Admissions reviews transfer transcripts to determine which courses transfer to UNLV for university credit. The Lee Business School then evaluates the accepted courses to determine whether and how they may apply to a business degree. To determine the degree applicability of a course, the student may be asked to submit an official course description, syllabus, and/or other materials. In addition to the university’s transfer requirements, the Lee Business School has the following conditions for transfer credit.

1. Transfer credits toward upper-division business requirements and toward Microsoft Office proficiency (or equivalent) or IS 101 (or equivalent) are considered only for those courses completed within the seven-year period prior to admission to the business program.
2. Only transfer business courses completed with a grade of C (2.00) or better may be considered for degree applicability. The Lee Business School does not accept satisfactory/fail credit for business courses except for the approved CLEP credits and advanced placement credits.
3. Regardless of the number of transfer credits awarded, transfer students must complete at least 50 percent of the required business courses or credits (including pre-major, upper-division business courses and major courses) in residence at UNLV. In addition, at least 50 percent of the major courses must be completed in residence at UNLV. Those students pursuing a business minor must complete 50 percent of the required courses in residence at UNLV.
4. Only those upper-division business courses taken at an AACSB-accredited school may be considered for upper-division business requirements at UNLV.
5. The Lee Business School does not accept DANTES credit for upper-division business requirements.
6. The Lee Business School does not grant transfer credit for the business capstone courses (BUS 496/497/498), therefore, this course must be taken at UNLV.
7. In accordance with the policies of accrediting authorities, the Lee Business School does not accept lower-division courses for upper-division business requirements.

General Academic Policies
Minimum C (2.0) Grade Requirement
Lee Business School requires a minimum C (2.00) grade in each business course required for a business degree or minor. Students must earn a minimum C (2.00) grade in the prerequisite to be able to take subsequent courses. Additionally, students must earn a minimum C (2.0) grade in each non-business course that is required as a prerequisite for a business course.

Maximum Number of Attempts: The maximum number of attempts for each business course is three, regardless of the institution at which the courses are taken. Failure to earn the minimum required grade within three attempts may make the student...
ineligible for a particular business major/minor or for any business degree in the Lee Business School.

For each upper-division accounting (ACC) course, the maximum number of three attempts includes earned grades, withdrawals and audits.

**Advanced Placement, CLEP Credits and Satisfactory/Fail Grades:** The Lee Business School accepts credit for Advanced Placement and CLEP only for those courses accepted by the university. For more information about Advanced Placement and CLEP, read the Admissions section of this catalog.

The Lee Business School does not accept satisfactory/fail credit for business courses except for the approved Advanced Placement and CLEP credits.

**Probation and Suspension:** Lee Business School adheres to the policies on probation and suspension. Please refer to the appropriate sections of the Undergraduate Catalog for details on these policies. Students on probation or students returning to UNLV after suspension must meet with an advisor for academic planning.

**Business Capstone Course:** Each business student pursuing the BSBA degree must select one of the Lee Business School capstone courses, selecting from BUS 496, BUS 497, or BUS 498. The student’s major may dictate which capstone course the student must take. Because the Lee Business School does not grant transfer credit for the business capstone course this requirement must be satisfied at UNLV. Only degree-seeking students admitted to the Lee Business School BSBA degree program may be eligible for the capstone course. Check the Undergraduate course descriptions for prerequisites for the capstone courses. Although the college offers summer courses, the college cannot guarantee that the specific courses a student needs will be offered. Please contact Undergraduate Advising for details.

**Dual Major, Dual Degree and Minor within Lee Business School:** Students may pursue more than one business major, degree, or minor. To do this, students must successfully complete all the courses required for each business major, degree, and/or minor. Additionally, a minimum of 12 credits must be unique to the additional business majors, degrees, and/or minors. A course is considered unique if it is not satisfying a requirement for another business major, degree, and/or minor.

The GPA requirement for admission to additional (second, third, etc.) business majors and degrees is the minimum requirement at the time of the admission to these additional majors, regardless of when the student matriculated to UNLV or to the Lee Business School.

Students pursuing a dual degree or dual major must complete at least 50 percent of the required business courses or credits (including pre-major, upper-division business courses, and major courses) in residence at UNLV. In addition, at least 50 percent of the major courses must be completed in residence at UNLV. These policies apply regardless of the number of transfer credits awarded.

Students pursuing a minor must complete at least 50 percent of the minor courses in residence at UNLV, regardless of the number of transfer credits awarded.

For more information about the requirements for dual major, dual degree or minor, please read the information in the Academic Policies section of the Undergraduate Catalog.

**Graduation Requirements:** In addition to the degree requirements, students pursuing a degree from the Lee Business School must earn at least 120 degree-applicable credits, successfully complete the required courses, and meet the grade and GPA requirements.

To earn a Bachelor of Science in Business Administration degree, students must have at least a 2.00 GPA* in each of the following: the major, the business core (includes both the pre-major and the upper-division business courses), and UNLV overall. Please refer to the individual departmental sections of the Undergraduate Catalog for academic and graduation requirements specific to the various majors.

Students pursuing a Bachelor of Arts in economics must have at least a 2.00 GPA* in both the major and UNLV overall. Please refer to the individual departmental section of the Undergraduate Catalog for academic and graduation requirements specific to this degree program.

Students must apply for graduation through the Office of the Registrar at least two semesters prior to graduation. (See the Graduation Policies section of the catalog for more information.)

*The graduation GPAs may change at the dean’s discretion.

**Scholarships**
The Lee Business School has scholarships available for students. To be considered, students should apply at www.unlv.edu/finaid. Some of the college’s academic departments may require additional information. For more information, please contact the specific departments.

**Global Entrepreneurship Experience**
The Global Entrepreneurship Experience is a signature program using experiential learning to link the classroom with practical application and engage students in critical thinking, problem solving and decision making at the Lee Business School. The experience is cohort-based, admitting 20 high school seniors for the curricula that begins in the fall of their freshman year and concludes upon their graduation four years later. It features a hands-on entrepreneurship curriculum and is open to students pursuing any major at UNLV.

The Global Entrepreneurship Experience utilizes multidisciplinary perspectives to foster active and collaborative learning, to promote leadership and team building, and to help students turn great ideas into viable businesses. The student experience is enhanced and strengthened through mentoring and connection to the Las Vegas community.

The program is open to all students, regardless of their intended majors. Students will take one course each semester. In addition to a foundation in entrepreneurial startup and growth, courses in the experience examine creativity, innovation and teams, global entrepreneurship, and social entrepreneurship.

For additional information about the Global Entrepreneurship Experience, please visit the website at www.unlv.edu/business/ipeg.

**Internships**
Departments within the Lee Business School offer internship courses, based on availability, that are open to a limited number of qualified upper-division students. These courses consist of supervised, on-site research in various participating local enterprises, culminating in a written report.

Students pursuing an internship are required to do so within their major fields. Most internship courses are offered on a satisfactory/fail grading basis only. Generally, a student may earn a maximum of
three credits of internship, and the credits are usually used as an elective in the major.

Minimum college requirements to enroll in an internship course are: a 3.00 GPA or higher, admission to a business major and completion of nine credit hours of courses within the major. Some academic departments have additional requirements. For more information contact Undergraduate Advising or go to www.unlv.edu/business/advising/undergrad.

Academic Advising
The Lee Business School offers professional advising through its Undergraduate Advising Office. The college’s advisors assist undergraduate students in identifying academic goals; serve as a resource to other campus services; and assist with academic questions, scheduling, graduation procedures, and various other paperwork.

To assist in the advising process, students should come to advising meetings prepared, having recently read the Undergraduate Catalog, and with a list of questions and a tentative course schedule.

For office hours and advising availability, please visit the Undergraduate Advising website at www.unlv.edu/business/advising/undergrad or call the office at 895-3363.

Business Administration Minor - Only for non-business majors
Students majoring in areas outside the Lee Business School are encouraged to complete the minor in Business Administration.

Requirements ........................................................Total credits: 18

• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ECON 102 - Principles of Microeconomics
• ECON 261 - Principles of Statistics I (or equivalent)
• FIN 301 - Principles of Managerial Finance
• MGT 301 - Principles of Management and Organizational Behavior
• MGT 367 - Human Resource Management
• MKT 301 - Marketing Management

Business Analytics
Requirements ........................................................Total credits: 18

Required foundation courses
• ECON 261 - Principles of Statistics I
• ECON 262 - Principles of Statistics II

Required Tools Area Courses........................................6 credits
Select two of the following courses:
• ECON 306 - Applied Economic Analytics
• MKT 400 - Marketing Research
• MGT 301 - Quantitative Analysis

Select two from the following list of courses. The courses selected must be different than those courses take to fulfill requirements for the tools area......................................................6 credits
• MGT 486 - Seminar in Quantitative Management Systems
• MGT 495 - Advanced Decision Systems
• FIN 322 - Insurance and Risk Management
• FIN 405 - Case Problems in Managerial Finance
• ECON 441 - Introduction to Econometrics
• ECON 455 - Industrial Organization
• MKT 468 - Database Marketing
• IS 383 - Business Intelligence

Global Entrepreneurship Experience
Global Entrepreneurship Experience............................Total Credits: 24

Minimum B- (2.7) grade required in each course. Minimum 2.75 GPA required for the minor
Includes:
• BGES 201 - Entrepreneurial Creativity
• BGES 202 - Innovation and Teams
• BGES 301 - Starting Entrepreneurial Organizations
• BGES 302 - Growing Entrepreneurial Organizations
• BGES 430 - International Entrepreneurship
• BGES 431 - International Seminar
• BGES 440 - Sustainability and Entrepreneurship
• BGES 441 - Social Entrepreneurship

BGES 201 - Entrepreneurial Creativity
Creativity is the driving force behind successful entrepreneurial organizations. This course will allow students to develop their creative abilities through experimentation and experience with a multitude of techniques. Students will be empowered to develop their own approaches, guidelines, and skills for integrating creativity into their entrepreneurial goals. 3 credit(s)

BGES 202 - Innovation and Teams
Increasingly, entrepreneurship happens in a team setting. This course focuses students on how to create and sustain an innovative organizational culture. Students will develop and demonstrate leadership and teambuilding skills through working on team-based creative projects and will learn how creative people and organizations behave in pursuit of entrepreneurial opportunities. Corequisite(s): BGES 201. 3 credit(s)

BGES 301 - Starting Entrepreneurial Organizations
Students will learn a variety of tools and concepts including feasibility analysis, trends analysis, opportunity recognition, and financial analysis for creating an entrepreneurial venture through a hands on, experience based curriculum. Prerequisite(s): BGES 201, BGES 302. 3 credit(s)

BGES 302 - Growing Entrepreneurial Organizations
The course focus includes evaluation of new venture opportunities, obtaining capital and other resources, personnel issues, business operations, and legal considerations. Students will prepare and present a business plan. The class is integrative and experiential in nature. Prerequisite(s): BGES 201, BGES 202, BGES 301. 3 credit(s)

BGES 430 - International Entrepreneurship
This course explores the knowledge necessary to create “global start-ups,” acquire sustained competitive advantage, and make global venturing decisions in light of the opportunities and threats faced by entrepreneurs in today’s global economy. Prerequisite(s): BGES 301, BGES 302. 3 credit(s)

BGES 431 - International Seminar
This course provides students “on the ground” exposure to the environment and challenges of international business and requires an integrative analysis of the issues. Students will visit selected organizations, meet business people, and engage in the culture of a designated country. Prerequisite(s): BGES 430. 3 credit(s)

BGES 440 - Sustainability and Entrepreneurship
Sustainability and entrepreneurship are intertwined, encompassing environmental issues as well as social and financial issues. At its heart, sustainability is about applying creativity and innovation to systems thinking. Throughout the semester, students use practical tools and techniques for identifying issues, developing solutions, troubleshooting problems, measuring progress, and implementing entrepreneurial change. Prerequisite(s): BGES 301, BGES 302. 3 credit(s)

BGES 441 - Social Entrepreneurship
Social Entrepreneurship is about using entrepreneurial skills to craft innovative responses to social problems. It aims at social impact but does not exclude economic wealth creation. Social Entrepreneurship involves recognizing opportunities, combining and mobilizing resources, triggering positive change in various domains, and building sustainability. Prerequisite(s): BGES 440. 3 credit(s)
BLW 101 - Personal Law
Practical and legal situations about family, consumer, sales, real property, landlord tenant, wills, estates, criminal and tort law in the context of Nevada law. 3 credit(s)

BLW 302 - Legal Environment
Nature and function of law; legal system; constitutional law; administrative law; antitrust; consumer protection; torts; product liability. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

BLW 331 - Real Estate Law I
Law of real property transfers, deeds, leases, title insurance, escrows, land contracts, foreclosures, recordings. Law as it affects brokers and salesmen. Prerequisite(s): Admission to a business major/junior standing. MGT 303. 3 credit(s)

BLW 375 - International Business Law
Legal regulations which promote or restrain trade and investment by business firms engaged in international business activities. Regional, national and international sources of law affecting international business transactions explored. Prerequisite(s): Admission to a business major/junior standing. MGT 303. 3 credit(s)

BLW 377 - Real Estate Law II
Legal environment of real estate. Zoning laws, land use regulation, eminent domain, growth controls, impact fees, and other regulation of the use of real estate. Prerequisite(s): Admission to a business major/junior standing. BLW 331. 3 credit(s)

BLW 435 - Construction Law
Focuses on the legal and ethical environment of basic Construction Law concepts in Nevada. Topics include the legal aspects of engineering and construction contracts and specifications, contract formation, interpretation, rights and duties, and changes, legal liabilities and professional ethics of architects, engineers, and contractors. Nevada’s mechanic’s lien laws, Nevada’s Prompt Pay Statute for Public Works and Nevada’s Right to Stop Work Statute. Prerequisite(s): Admission to a business major/junior standing. MGT 303. 3 credit(s)

BLW 450 - Law of the Internet
Focus on the legal and ethical environment of doing business over the Internet. Topics include personal jurisdiction in cyberspace, electronic speech, privacy and data collection, on-line contracting, intellectual property, cybercrime and security, consumer protection, taxation, and Internet transactions involving securities. Prerequisite(s): Admission to a business major/junior standing, and MGT 303. Note(s): This course is crosslisted with BLW 650. Credit at the 600-level requires additional work. 3 credit(s)

BLW 474 - Business Law II
Law of commercial paper; secured transactions; creditor’s rights; bankruptcy; agency; business organizations (partnerships and corporations); securities regulation. Prerequisite(s): Admission to a business major/junior standing. ACC 473. 3 credit(s)

BLW 478 - Seminar in Current Business Law Topics
Structured analysis of current topics in business law. Topics covered vary from semester to semester, depending upon developments in the discipline. Prerequisite(s): Admission to a business major/junior standing. MGT 303. 3 credit(s)

BUS 103 - First-Year Seminar Business Connections
This course is designed to help freshmen new to UNLV and interested in business learn, understand, and employ the skills needed for a successful academic experience and for effective career exploration. Instruction will include specific business applications. Prerequisite(s): Freshman only. Note(s): Fulfills First-Year Seminar requirement. 3 credit(s)

Accounting Department

Accounting
BSBA - Accounting
Accounting Minor
Auditing Minor

For academic requirements that apply to all students in the Lee Business School, please refer to the Lee Business School section of the Undergraduate Catalog.

Purpose and Focus
The Department of Accounting is committed to providing high quality undergraduate and graduate programs that prepare our students for careers in business and to advance the understanding and practice of accounting through teaching, research, service, and outreach activities.

Accreditation
Northwest Commission on Colleges and Universities
AACSB International — The Association to Advance Collegiate Schools of Business (separate accreditation for the accounting program)

Internships
The Accounting Department offers an internship course that is open to a limited number of qualified upper-division students. An internship consists of supervised, on-site work at various participating local enterprises, culminating in a written report.

Minimum requirements are admission to a business major, junior standing, a 3.00 GPA or higher, and successful completion of at least nine credits of upper-level accounting courses. Students interested in participating in the internship program should visit the Department of Accounting web site for more information.

Students taking an internship course are required to do so within their major field. Internship courses are offered on a satisfactory/fail grading basis only and are considered to be a major elective. A student may receive only three credit hours for an internship.

Accounting Major - Bachelor of Science in Business Administration (BSBA)

See the UNLV Lee Business School web page at www.business.unlv.edu for information about department programs, faculty and facilities.

See advising information at the UNLV Lee Business School Undergraduate Advising at www.business.unlv.edu/advising.

Accreditation
Institution - Northwest Commission on Colleges and Universities
www.nwccu.org
Program - The Association to Advance Collegiate Schools of Business
www.aacsb.edu/

Learning Outcomes
1. Upon completion of the BSBA in Accounting program, students should be able to think critically
2. Apply analytical/decision-making skills to accounting issues
3. Communicate well both in writing and orally
4. Understand ethical issues facing accountants
5. Apply interpersonal and teamwork skills
6. Use technology appropriate to accounting
7. Research accounting issues
University Graduation Requirements

• Please see Graduation Policies for complete information.

Degree Requirements……………………………Total: 120 Credits
General Education Requirements…………. Subtotal: 33-37 Credits
First-Year Seminar ………………………………. Credits: 2-3
English Composition ………………………………. Credits: 6
• ENG 101 - Composition I
• ENG 102 - Composition II
Second-Year Seminar ………………………………. Credits: 3
Constitutions ……………………………………. Credits: 4-6
Mathematics ……………………………………. Credits: 3
• MATH 124 - College Algebra (or higher)
Distribution Requirement ………………………………. Credits: 18-19
Please see Distribution Requirements for more information.
• Humanities and Fine Arts - Credits: 9
  ❖ Humanities, 6 credits required from two different areas.
   It is recommended that students take COM 101 - Oral Communication, as one of the humanities courses
  ❖ Fine Arts, 3 credits required
• Social Science
  ❖ Automatically satisfied by business requirements
• Life and Physical Sciences and Analytical Thinking - Credits: 6-7
  ❖ Science with a lab or non-lab science
  ❖ Analytical Thinking - 3 credits
• PHIL 102 - Critical Thinking and Reasoning
Multicultural and International Requirement
Multicultural, one three-credit course required
International, one three-credit course required
These courses may overlap with general education and major requirements. A single course may not meet the multicultural and international requirements simultaneously. For the list of approved multicultural and international courses, go to: http://facultysenate.unlv.edu/student.
Business Administration
Core Requirements ………………………………. Subtotal Credits: 42-45
• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ECON 102 - Principles of Microeconomics
• ECON 103 - Principles of Macroeconomics
• ECON 261 - Principles of Statistics I
Microsoft Office proficiency
• ACC 473 - Law for Accountants I
• FIN 301 - Principles of Managerial Finance
• IS 378 - Project Management I
• IS 383 - Business Intelligence
• MGT 301 - Principles of Management and Organizational Behavior
• MGT 367 - Human Resource Management
• MKT 301 - Marketing Management
• SCM 352 - Operations Management
Select one capstone course from:
• BUS 496* - Strategy Management and Policy
• BUS 497* - New Venture Creation and Strategy
• BUS 498 - Global Business Strategy
Other Lee Business School Requirements……….Subtotal Credits: 9
• COM 102 - Introduction to Interpersonal Communication
• ENG 407A - Fundamentals of Business Writing
and select one from:
• MATH 127 - Precalculus II
• MATH 128 - Precalculus and Trigonometry
• MATH 132 - Finite Mathematics
• MATH 176 - Introductory Calculus for Business and Social Sciences
• MATH 181 - Calculus I
or
• MATH 182 - Calculus II
Major Requirements - BSBA in Accounting …….Subtotal: 24 credits
• ACC 400 - The Accounting Environment
• ACC 401 - Financial Reporting I
• ACC 402 - Financial Reporting II
• ACC 405 - Cost Management and Control
• ACC 409 - Accounting Information Systems
• ACC 410 - Federal Taxation
• ACC 470 - Auditing and Assurance Services
one three-credit upper-division (300- or 400-level) accounting elective.
General Electives………………………………………Credits: 0-10
The number of general electives necessary for each student varies based on how many credits a student uses to satisfy the requirements identified above. The minimum credits required to earn a degree from Lee Business School is 120.
Total Credits: ........................................................................... 120

Notes
1. Students planning to take the CPA examination should take additional courses at the graduate level. Consult with the State Board of Accountancy for CPA examination requirements.
2. Students preparing for careers in industry should consider taking ACC 420 as an upper-division accounting elective.
3. Students interested in focusing their elective course work should consult an advisor early in their academic career to allow for proper planning of electives.
4. All courses in the accounting major must be completed with a grade of C or better. To satisfy an accounting prerequisite, a student must earn a C or better in the prerequisite course(s).

Accounting Minor — Only for non-accounting majors
Requirements ………………………………………..Total Credits: 18
• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ACC 400 - The Accounting Environment
• ACC 401 - Financial Reporting I
and six credits of minor electives selected from upper-division (300- or 400-level) accounting classes, excluding ACC 473. Any upper-division course that is applied toward a major degree will not count as a minor elective.

Auditing Minor — Only for non-accounting majors
Requirements ………………………………………..Total Credits: 18
• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ACC 400 - The Accounting Environment
• ACC 401 - Financial Reporting I
Select six credits from the following:
• ACC 406 - Auditing in the Gaming Industry
• ACC 420 - Internal Auditing
• ACC 470 - Auditing and Assurance Services
Any upper-division course that is applied toward a major degree will not count as a minor elective.

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ACC 201 - Financial Accounting
Overview of the annual report with emphasis on financial statements. Analysis of business transactions and their effects on external financial statements. Theories, practices, and concepts underlying accounting information used in the decision-making process. Prerequisite(s): Sophomore standing. 3 credit(s)

ACC 202 - Managerial Accounting
Basic concepts and procedures of managerial accounting. Focuses on making management decisions using financial and related information. Provides methods for managers to correctly identify and analyze alternative courses of action in a business context. Prerequisite(s): ACC 201 with a minimum C grade. 3 credit(s)

ACC 400 - The Accounting Environment
Explores the accounting profession, accounting information systems, internal controls, accounting decision-making, the accounting process and financial accounting, and accounting research. Prerequisite(s): Admission to a business major/junior standing, successful completion of a Competency Exam, completion of ACC 201 with a grade of B- or better, completion of ACC 202 with a grade of B- or better. 3 credit(s)

ACC 401 - Financial Reporting I
Study of current accounting objectives, principles, theory, and practice in the preparation, interpretation, and analysis of general purpose financial statements for external users, as established by the Financial Accounting Standards Board and predecessor organizations. Prerequisite(s): Admission to a business major/junior standing, ACC 400, FIN 301. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 600. Credit at the 600-level requires additional work. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 601. Credit at the 600-level requires additional work. 3 credit(s)

ACC 402 - Financial Reporting II
Continuation of the study of current accounting objectives, principles, theory, and practice in the preparation, interpretation, and analysis of general purpose financial statements for external users, as established by the Financial Accounting Standards Board and predecessor organizations. Prerequisite(s): Admission to a business major/junior standing, ACC 400, ACC 401. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 600. Credit at the 600-level requires additional work. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 602. Credit at the 600-level requires additional work. 3 credit(s)

ACC 405 - Cost Management and Control
Provides a thorough understanding of cost accounting theory and practice with emphasis on product costing concepts and methods, the use of cost information for strategic planning and decision analysis, and current cost topics including the influence of technology on accounting. Prerequisite(s): Admission to a business major/junior standing, completion of ACC 201 with a grade of B- or better, completion of ACC 202 with a grade of B- or better. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 600. Credit at the 600-level requires additional work. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 605. Credit at the 600-level requires additional work. 3 credit(s)

ACC 406 - Auditing in the Gaming Industry
Audits of gaming entities; terminology; regulatory requirements and the associated compliance audit requirements; control systems and the inherent risks unique to the gaming industry. Prerequisite(s): Admission to a business major/junior standing and ACC 470 as either a prerequisite or a corequisite. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 606. Credit at the 600-level requires additional work. 3 credit(s)

ACC 407 - Governmental and Not-for-Profit Accounting
Study of the rules and procedures for accounting under the fund accounting principles of GASB. Entities covered are state and local governments and governmental not-for-profit organizations. Fund types include Governmental Funds, Proprietary Funds, and Trust & Agency Funds. Prerequisite(s): Admission to a business major/junior standing, ACC 401. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 607. Credit at the 600-level requires additional work. 3 credit(s)

ACC 409 - Accounting Information Systems
Promotes business solutions through the use of information technology. Tools and topics may include accounting software, databases, cycle-based analysis of internal controls, system documentation techniques, and data modeling. Prerequisite(s): Admission to a business major/junior standing, ACC 400. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 609. Credit at the 600-level requires additional work. 3 credit(s)

ACC 410 - Federal Taxation
Introduction to a broad range of tax concepts and types of taxpayers, including corporations, pass-through entities, and sole proprietorships. Emphasizes the role of taxation in the business decision process, and provides students with the ability to conduct tax research, compliance and planning. Prerequisite(s): Admission to a business major/junior standing, completion of ACC 201 with a grade of B- or better, completion of ACC 202 with a grade of B- or better. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 610. Credit at the 600-level requires additional work. 3 credit(s)

ACC 412* - Fraud Examination
Covers the pervasiveness of and causes of fraud and white-collar crime; explore methods of fraud detection, investigation and prevention; and increase your ability to detect material financial statement fraud. Emphasis on real world cases, and current newspaper and journal articles. Prerequisite(s): Admission to a business major/junior standing, ACC 409. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 612*. Credit at the 600-level requires additional work. 3 credit(s)

ACC 420 - Internal Auditing
Study of internal auditing as an independent, objective assurance and consulting activity designed to add value and improve an organization's operations. Emphasis on communication and analytical skills. Prerequisite(s): Admission to a business major/junior standing and ACC 470 as either a prerequisite or a corequisite. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 620. Credit at the 600-level requires additional work. 3 credit(s)

ACC 450 - International Accounting
Comparative accounting systems and their economic and social development patterns, foreign currency translation, analyzing multinational financial transactions and statements, accounting for international inflation, auditing in an international environment, international reporting and disclosures and international taxation and transfer pricing. Prerequisite(s): Admission to a business major/junior standing, ACC 202. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 650. Credit at the 600-level requires additional work. 3 credit(s)

ACC 470 - Auditing and Assurance Services
Environment of auditing and other assurance services, including professional standards, ethics and legal liability. Techniques and procedures employed in gathering audit evidence and reporting requirements. Prerequisite(s): Admission to a business major/junior standing, ACC 401 as a prerequisite, and ACC 409 as either a prerequisite or as a corequisite. The maximum number of attempts for this course is three, including earned grades, withdrawals and audits. Note(s): This course is crosslisted with ACC 670. Credit at the 600-level requires additional work. 3 credit(s)
Economics Department

**BA-Economics**

**BSBA-Economics**

**BSBA-Real Estate and Urban Economics**

**Economics Minor**

**Real Estate Minor**

For academic requirements that apply to all students in the Lee Business School, please refer to the Lee Business School section of the Undergraduate Catalog.

**Purpose and Focus**

Economics explores decision making in a world of scarce resources and unlimited wants, focusing on the behavior and interaction of consumers, workers, businesses, and government. People with training in economics experience high demand in the job market for several reasons. First, employers value the skills that studying economics challenges students to develop. These skills include critical thinking; problem solving; and the ability to find, manage, and analyze data. Second, world events often involve economic concepts, making economics majors desirable to financial institutions, government agencies, corporations, labor unions, consulting firms, and other organizations. Training in economics also provides excellent preparation for law school, and MBA programs, and doctoral studies. As a result, economics as a major, minor, or second major proves an attractive option to many students.

**Accreditation**

Northwest Commission on Colleges and Universities

AACSB International—The Association to Advance Collegiate Schools of Business

**Economics Major- Bachelor of Arts (BA)**

Please see the UNLV Lee Business School web page at www.business.unlv.edu for information about department programs, faculty and facilities.

Please see advising information at the UNLV Lee Business School Undergraduate Advising at www.business.unlv.edu/advising.

**Accreditation**

Institution - Northwest Commission on Colleges and Universities

www.nwccu.org

Program - The Association to Advance Collegiate Schools of Business

www.aacsb.edu/

**Learning Outcomes**

1. Use supply and demand analysis;
2. Apply the concept of opportunity cost;
3. Use marginal analysis;
4. Use the appropriate models to explain the behavior of economic agents in different market structures;
5. Explain the causes of short-run fluctuations in macroeconomic variables;
6. Explain the determinants of long run economic growth;
7. Predict the effects of various micro- and macroeconomic policies using the appropriate models;
8. Gather, analyze, and interpret economic data;
9. Describe the role and function of financial markets, institutions, and policies;
10. Analyze global economic issues.
University Graduation Requirements

- Please see Graduation Policies for complete information.

Degree Requirements..............................................Total: 120 Credits

(See note 1 below)

General Education Requirements.........................Subtotal: 35-49 Credits

If students’ ACT or SAT test scores place them directly into ENG 102, then the number of general education credits will be reduced by 3. Where specific courses are not identified, please see the related section of the Undergraduate Catalog for information about which courses may satisfy university core requirements.

First-Year Seminar ..................................................Credits: 2-3

English Composition .................................................Credits: 6

- ENG 101 - Composition I
- ENG 102 - Composition II

Second-Year Seminar ..............................................Credits: 3

Constitutions ..........................................................Credits: 3-6

Mathematics...............................................................Credits: 3

- MATH 124 - College Algebra or higher

Distribution Requirements .....................................Credits: 18-19

Please see Distribution Requirements for more information.

- Humanities and Fine Arts: 9 credits
  - Humanities, 6 credits required from two different areas.
  - It is recommended that students take COM 101 - Oral Communication, as one of the humanities courses.
  - Fine Arts, 3 credits required

- Social Science
  - Automatically satisfied by economics requirements

- Life and Physical Sciences and Analytical Thinking: 9-10 credits
  - Life and Physical Sciences - 6-7 credits

- One science course with a lab
- One non-lab science course
  - Analytical Thinking - 3 credits

- PHIL 102 - Critical Thinking and Reasoning

Multicultural and International Requirement
Multicultural, one three-credit course required

International, one three-credit course required

These courses may overlap with general education and major requirements. A single course may not meet the multicultural and international requirements simultaneously. For the list of approved multicultural and international courses, go to: http://facultysenate.unlv.edu/students

Foreign Language/Foreign Culture .............................Credits: 6

Two courses in the same foreign language at the university level or the equivalent or two courses (at least six credits) in a foreign culture. Students should consult with an academic advisor regarding acceptable foreign culture courses.

Pre-major and Major Requirements -
BA in Economics....................................................Subtotal: 33 Credits

Nine of the 33 required economics major credits must be 400-level ECON courses.

- ECON 102 - Principles of Microeconomics
- ECON 103 - Principles of Macroeconomics
- ECON 261 - Principles of Statistics I
- ECON 262 - Principles of Statistics II

or

- ECON 441 - Introduction to Econometrics
- ECON 302 - Intermediate Microeconomics
- ECON 303 - Intermediate Macroeconomics
- ECON 495 - Seminar in Economic Research

and four three-credit upper-division (300- or 400-level) economics electives. (Because the economics major requires at least nine of the 33 required credits be 400-level ECON courses, students should plan carefully in order to satisfy this requirement.) Please see advising information at the UNLV Lee Business School Undergraduate Advising at www.business.unlv.edu/advising.

General Electives...................................................Credits: 38-52

The number of general electives necessary for each student varies based on how many credits a student uses to satisfy the requirements identified above. The minimum credits required to earn a degree from Lee Business School is 120.

Total Credits: ...........................................................................120

Advanced Track

Accomplished UNLV undergraduates must meet all of the following criteria to be eligible for the Advanced Program Track:

- Minimum of 3.0 GPA

Completion of the following courses with a minimum of 3.5 GPA and no grade lower than B: ECON 262 or ECON 441; ECON 302; ECON 303 and MATH 181

- Department chair or graduate coordinator’s recommendation

- Submission of two letters of recommendation, a completed Enrollment Request form to the Economics Department no less than two weeks before the beginning of the semester for which they would like to register for graduate courses.

Note
1. Students planning to pursue graduate studies in economics are encouraged to take Advanced Track.

Economics Major- Bachelor of Science in Business Administration (BSBA)

Please see the UNLV Lee Business School web page at www.business.unlv.edu for information about department programs, faculty and facilities.

Please see advising information at the UNLV Lee Business School Undergraduate Advising at www.business.unlv.edu/advising.

Accreditation

Institution - Northwest Commission on Colleges and Universities

www.nwccu.org

Program - The Association to Advance Collegiate Schools of Business

www.aacsb.edu/

Learning Outcomes

1. Use supply and demand analysis;
2. Apply the concept of opportunity cost;
3. Use marginal analysis;
4. Use the appropriate models to explain the behavior of economic agents in different market structures;
5. Explain the causes of short-run fluctuations in macroeconomic variables;
6. Explain the determinants of long run economic growth;
7. Predict the effects of various micro- and macroeconomic policies using the appropriate models;
8. Gather, analyze, and interpret economic data;
9. Describe the role and function of financial markets, institutions, and policies;
10. Analyze global economic issues.
University Graduation Requirements
• Please see Graduation Policies for complete information
Degree Requirements................................. Total: 120 Credits
General Education Requirements .......... Subtotal: 35-40 Credits
Where specific course are not identified, please see the related section of the Undergraduate Catalog for information about which courses may satisfy university core requirements.
First-Year Seminar ........................................ Credits: 2-3
English Composition ........................................ Credits: 6
• ENG 101 Composition I
• ENG 102 Composition II
Second-Year Seminar ..................................... Credits: 3
Constitutions .................................................. Credits: 3-6
Mathematics .................................................. Credits: 3
MATH 124 - College Algebra or higher
Distribution Requirements ............................ Credits: 18-19
Please see Distribution Requirements for more information.
• Humanities and Fine Arts: 9 credits
  ◆ Humanities, 6 credits required from two different areas.
  It is recommended that students take COM 101 - Oral
  Communication, as one of the humanities courses.
  ◆ Fine Arts, 3 credits required
• Social Science
  ◆ Automatically satisfied by economics requirements
• Life and Physical Sciences and Analytical Thinking: 9-10 credits
  ◆ Life and Physical Sciences - 6-7 credits
  • One science course with a lab
  • One non-lab science course
  ◆ Analytical Thinking - 3 credits
  • PHIL 102 - Critical Thinking and Reasoning
Multicultural and International
Multicultural, one three-credit course required
International, one three-credit course required
These courses may overlap with general education and major
requirements. A single course may not meet the multicultural and
international requirements simultaneously. For the list of approved
multicultural and international courses, go to: http://facultysenate.
unlv.edu/students
Lee Business School Requirements -
BSBA in Economics ................................. Subtotal: 75-80 Credits
Other Lee Business School Requirements......... Credits: 9-11
• COM 102 - Introduction to Interpersonal Communication
• ENG 407A - Fundamentals of Business Writing
and
Select one from:
• MATH 127 - Precalculus II
• MATH 128 - Precalculus and Trigonometry
• MATH 132 - Finite Mathematics
• MATH 176 - Introductory Calculus for Business and Social Sciences
• MATH 181 - Calculus I
or
• MATH 182 - Calculus II
Business Administration Core Requirements ....... Credits: 42-45
• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ECON 102 - Principles of Microeconomics
• ECON 103 - Principles of Macroeconomics
• ECON 261 - Principles of Statistics I
Microsoft Office proficiency
• FIN 301 - Principles of Managerial Finance
• IS 378 - Project Management I
• IS 383 - Business Intelligence
• MGT 301 - Principles of Management and Organizational Behavior
• MGT 303 - Business Law and Society
or
• BLW 302 - Legal Environment
• MGT 367 - Human Resource Management
• MKT 301 - Marketing Management
• SCM 352 - Operations Management
Select one capstone course from:
• BUS 496* - Strategy Management and Policy
• BUS 497* - New Venture Creation and Strategy
• BUS 498 - Global Business Strategy
Economics Major Requirements .......................... Credits: 24
Nine of the 24 required economics major credits must be 400-level
ECON courses.
• ECON 262 - Principles of Statistics II
or
• ECON 441 - Introduction to Econometrics
• ECON 302 - Intermediate Microeconomics
• ECON 303 - Intermediate Macroeconomics
• ECON 304 - Money and Banking
• ECON 462 - International Trade
or
• ECON 463 - International Monetary Relations
• ECON 495 - Seminar in Economic Research
and three-credit upper-division (300- or 400-level) economics
courses. (At least one of these electives must be a 400-level ECON
course.)
General Electives ........................................... Credits: 0-10
The number of general electives necessary for each student varies
based on how many credits a student uses to satisfy the requirements
identified above. The minimum credits required to earn a degree from
Lee Business School is 120.
Total Credits: ........................................................................... 120

Notes
1. Students planning to pursue graduate studies in economics are
encouraged to take ECON 402, 403, 440, 441, 442 and 493.
2. Students interested in careers in government are encouraged to
take ECON 307, 354, 451 and 470.
3. Students pursuing careers in business are encouraged to take
ECON 457, 441, 442 and 493.
4. For students planning a career in law, a major in economics offers
excellent preparation. Recommended electives for the pre-law
major include ECON 354, 455 and 457.

Real Estate and Urban Economics Major -
Bachelor of Science in Business Administration
(BSBA)
Please see the UNLV Lee Business School web page at www.business.
unlv.edu for information about department programs, faculty and
facilities.

Please see advising information at the UNLV Lee Business School
Undergraduate Advising at www.business.unlv.edu/advising.
Learning Outcomes
Upon graduation, students earning a degree in Real Estate and Urban Economics should be able to:
1. use supply and demand analysis;
2. use the appropriate models to explain the behavior of economic agents in different market structures;
3. describe the role and function of financial markets, institutions, and policies;
4. predict the effects of various micro- and macroeconomic policies using the appropriate models;
5. explain the determinants of long run economic growth;
6. gather, analyze, and interpret economic data;
7. apply the time value of money to a variety of situations;
8. explain the relationship between risk and return;
9. analyze, compare, and contrast various real estate appraisal valuation methods; investment opportunities, and mortgage instruments;
10. identify basic regional demographics and migration.

University Graduation Requirements
Please see Graduation Policies for complete information
Degree Requirements.................................................. Total: 120 Credits
General Education Requirements........ Subtotal: 35-46 Credits
First-Year Seminar .................................................. Credits: 2-3
English Composition .................................................. Credits: 6
• ENG 101 - Composition I
and
• ENG 102 - Composition II
Second-Year Seminar .................................................. Credits: 3
Constitutions .......................................................... Credits: 3-6
Mathematics .......................................................... Credits: 3
• MATH 124 - College Algebra or higher
Distribution Requirement ........................................ Credits: 18-19
Please see Distribution Requirements for more information.
• Humanities and Fine Arts: 9 credits
  • Humanities, 6 credits required from two different areas.
    It is recommended that students take COM 101 - Oral Communication, as one of the humanities courses.
  • Fine Arts, 3 credits required
• Social Science
• Automatically satisfied by economics requirements
• Life and Physical Sciences and Analytical Thinking: 9-10 credits
  • Life and Physical Sciences - 6-7 credits
• One science course with a lab
• One non-lab science course
• Analytical Thinking - 3 credits
• PHIL 102 - Critical Thinking and Reasoning
Multicultural and International ................................ Credits: 0-6
Multicultural, one three-credit course required
International, one three-credit course required
These courses may overlap with general education and major requirements. A single course may not meet the multicultural and international requirements simultaneously. For the list of approved multicultural and international courses, go to: http://facultysenate.unlv.edu/students

Lee Business School Requirements - BSBA in Real Estate and Urban Economics ........................................ Credits: 65-80 Credits
Other Lee Business School Requirements .................. Credits: 9-11
• COM 102 - Introduction to Interpersonal Communication
• ENG 407A - Fundamentals of Business Writing and
Select one from:
• MATH 127 - Precalculus II
• MATH 128 - Precalculus and Trigonometry
• MATH 132 - Finite Mathematics
• MATH 176 - Introductory Calculus for Business and Social Sciences
• MATH 181 - Calculus I
or
• MATH 182 - Calculus II
Business Administration Core Requirements ........ Credits: 42-45
• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ECON 102 - Principles of Microeconomics
• ECON 103 - Principles of Macroeconomics
• ECON 261 - Principles of Statistics I
Microsoft Office proficiency
• FIN 301 - Principles of Managerial Finance
• IS 378 - Project Management I
• IS 383 - Business Intelligence
• MGT 301 - Principles of Management and Organizational Behavior
• MGT 303 - Business Law and Society
or
• BLW 302 - Legal Environment
• MGT 367 - Human Resource Management
• MKT 301 - Marketing Management
• SCM 352 - Operations Management
Select one capstone course from:
• BUS 496* - Strategy Management and Policy
• BUS 497* - New Venture Creation and Strategy
• BUS 498 - Global Business Strategy
Real Estate and Urban Economics Major
Requirements ....................................................... Credits: 24
Major Courses: Required: (12 credits)
• BLW 331 - Real Estate Law I
• RE 332 - Real Estate Finance
• RE 334 - Real Estate Finance
• RE 335 - Real Estate Development I
or
• RE 481 - Real Estate Internship
Choose 12 credits from the following electives:
• AAE 457 - Architecture in Latin America
• AAE 457 - Architecture, Place and Identity
• AAL 430 - Land Use Management
• AAL 446 - Land Use Planning and Controls
• ACC 401 - Financial Reporting I
• BLW 431 - Real Estate Law II
• BLW 435 - Construction Law
• ECON 262 - Principles of Statistics II
• ECON 302 - Intermediate Microeconomics
• ECON 303 - Intermediate Macroeconomics
• ECON 441 - Introduction to Econometrics
• ECON 451 - Public Finance
• ECON 470 - Urban and Regional Economics
• EGG 307 - Engineering Economics

Accreditation
Institution - Northwest Commission on Colleges and Universities
www.nwccu.org
Program - The Association to Advance Collegiate Schools of Business
www.aacsb.edu/
• FIN 303 - Intermediate Managerial Finance
• FIN 307 - Investments
• FIN 312 - Capital Markets
• FIN 405 - Case Problems in Managerial Finance
• MKT 455 - Services Marketing
• MKT 464 - Professional Sales Negotiations Strategies and Tactics
• MKT 465 - Sales Force Management
• MGT 471 - Leadership & Managerial Skills
• MGT 483 - Negotiation
• MGT 497 - Business Plan Creation
• RE 301 - Real Estate Fundamentals
• RE 332 - Real Estate Finance
• RE 333 - Real Estate Valuation
• RE 334 - Real Estate Investment
• RE 351 - Real Estate Development I
• RE 451 - Real Estate Development II
• RE 452 - Real Estate Development II

The number of general electives necessary for each student varies based on how many credits a student uses to satisfy the requirements identified above. The minimum credits required to earn a degree from Lee Business School is 120.

Total Credits: ................................................................. 120

**Economics Minor**

Requirements .......................................................... Total Credits: 21

- ECON 102 - Principles of Microeconomics
- ECON 103 - Principles of Macroeconomics
- ECON 261 - Principles of Statistics I
- and four additional three-credit upper-division (300- or 400-level) ECON classes.
- Recommended electives include:
  - ECON 302 - Intermediate Microeconomics
  - ECON 303 - Intermediate Macroeconomics

**Advanced Track**

Accomplished UNLV undergraduates must meet all of the following criteria to be eligible for the Advanced Program Track:

- Senior standing
- Minimum of 3.0 GPA
- Completion of the following courses with a minimum of 3.5 GPA and no grade lower than B: ECON 262 or ECON 441; ECON 302; ECON 303 and MATH 181
- Department chair or graduate coordinator’s recommendation
- Submission of two letters of recommendation, a completed Enrollment Request form to the Economics Department, no less than two weeks before the beginning of the semester for which they would like to register for graduate courses

**Real Estate Minor**

Requirements .......................................................... Total Credits: 21

Required courses ..................................................... Total Credits: 15

- ACC 201 - Financial Accounting
- ACC 202 - Managerial Accounting
- BLW 351 - Real Estate Law I
- FIN 301 - Principles of Managerial Finance
- RE 332 - Real Estate Finance
- and two additional three-credit courses (6 credits) selected from:
  - BLW 435 - Construction Law
  - ECON 470 - Urban and Regional Economics
  - RE 333 - Real Estate Valuation
  - RE 334 - Real Estate Investment
  - RE 451 - Real Estate Development I

**ECON 102 - Principles of Microeconomics**
Introduction to economic organization of society with emphasis on how markets and prices guide and direct economic activity. Economic analysis applied to a wide range of contemporary issues. Prerequisite(s): MATH 124 or higher with a minimum C grade. 3 credit(s)

**ECON 103 - Principles of Macroeconomics**
Integration of markets to determine gross domestic product and national income. Relation between the United States economy and the world economy. Determination of consumption, capital formation, government services, and international trade. Cause and cure for unemployment, inflation, and economic stagnation. Prerequisite(s): ECON 102 with a minimum C grade, MATH 124 or higher with a minimum of C grade. 3 credit(s)

**ECON 104 - Current Economic Issues**
Analysis of current economic issues. Economic theories and concepts basic to the analysis of issues introduced, explained, and applied. 3 credit(s)

**ECON 150 - Economics for Teachers**
Specialized instruction in basic economic concepts with discussions of strategies and techniques dealing with the introduction of these concepts into the curricula of elementary and secondary schools. Prerequisite(s): Sophomore standing. 3 credit(s)

**ECON 180 - The Economics of Discrimination**
Investigates the economic causes, effects, and remedies of discrimination based on age, ethnicity, gender, religion, national origin, or sexual orientation. 3 credit(s)

**ECON 190 - Global Economics**
Introduction to the economic organization of global markets. Analysis of international trade and finance, transnational corporations, global economic institutions, economic growth and economic systems. 3 credit(s)

**ECON 200 - Capitalism, Constitutions and American Ideals**
Economic analysis of the role of federal and state governments in the United States, particularly as it relates to their constitutional powers and limitations. Students will be expected to read original works in the field, and produce analytical critiques of actual and proposed government policies. Prerequisite(s): Sophomore standing. 3 credit(s)

**ECON 222 - Applied Economics**
Application of economics to policy choices on global, national, state, and local scales. Students will read original source materials, and produce analyses of active and proposed government policies. Prerequisite(s): ECON 102. 3 credit(s)

**ECON 261 - Principles of Statistics I**
Descriptive and inferential statistics for prediction and decision making, with managerial and economic applications. Includes probability theory and distributions, hypothesis testing, and regression analysis. Prerequisite(s): MATH 124 or higher with a minimum grade of C. 3 credit(s)

**ECON 262 - Principles of Statistics II**
Advanced statistical techniques, including multiple regression, the cross-sectional time series model, analysis of variance, and non-parametric statistics. Prerequisite(s): ECON 102 or MATH 124 or equivalent. 3 credit(s)

**ECON 302 - Intermediate Microeconomics**
Analysis of the price mechanism, resources allocation, output composition, and income distribution in a market economy. Prerequisite(s): Admission to a business major/junior standing, ECON 261 or equivalent. 3 credit(s)

**ECON 303 - Intermediate Macroeconomics**
Analysis of income, output, employment, and price level determination in a market economy. Role of fiscal and monetary policy in promoting stability and growth. Prerequisite(s): Admission to a business major/junior standing, ECON 103. 3 credit(s)
ECON 304 - Money and Banking
Nature of money. Determination of the quantity of money by the commercial banks, the Federal Reserve, and the United States Treasury. Intensive analysis of commercial banking, money, and capital markets, interest rate determination, the foreign sector, and banking. Prerequisite(s): Admission to a business major/junior standing, ECON 103. 3 credit(s)

ECON 305 - Comparative Economic Systems
Analysis of the economic institutions of capitalism and other economic systems. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 306 - Applied Economic Analytics
Topics related to business, management and economic decision making are covered. Excel and other programs are used to work through applications of supply and demand, pricing strategies, market simulations, applied welfare analysis, and other topics. Prerequisite(s): ECON 102, ECON 261. 3 credit(s)

ECON 307 - Environmental Economics
Economics of environmental quality and resource development. Consideration of public policies to account for environmental pollution to air, water, and land resources. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 309 - Resource Economics
Economics analysis of renewable and non-renewable resources. Examination of resource allocation across generations. Other topics include species extinction and conservation of resources. Emphasis on public policy alternatives. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 312 - Global Economics and Development
Examination of diverse international economic conditions and paths of development. Analysis of policies fostering economic development, integration, and sustainable financial relations in the global economy. Prerequisite(s): ECON 103. 3 credit(s)

ECON 313 - Economics of Public Policy
Course addresses the role of government, economic rationales for policy interventions, and policy evaluation. Topics include: externalities; public goods; taxes; asymmetric information and others. Students will be asked to conduct analyses of a variety of public-policy issues, such as the environment, health care, energy, regulation of industry, and education. Prerequisite(s): ECON 102. 3 credit(s)

ECON 320 - Health Economics
Economic analysis of the health care sector, including physician, hospital, and insurance markets. Emphasis on roles of government, information, and externalities in health care. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 321 - Economics of Sport and Entertainment
Economic analysis of college and professional sports, gaming, and the performing arts, including film, music, television, and the Internet. Topics include economic effects on host communities, labor issues, government regulation, facility economics, copyright law, and industry structure and competitiveness. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 334 - Economic History of the United States
Origin and development of economic institutions including industry, agriculture, commerce, transportation, labor, and finance. Analysis of the economic progress of the United States. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 354 - Government and Business
General survey of government activities affecting business, emphasizing on the legal concepts of property and contract and such policies as antitrust regulation. Primary reference to the public utility industries. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 358 - International Economics
Introduction to the principles of international economics. Covers international trade and international finance. Emphasizes the forces of globalization and how they affect U.S. firms and workers. Prerequisite(s): Admission to a business major/junior standing, ECON 102, ECON 103. 3 credit(s)

ECON 359 - Economic Development
Analysis of problems, principles, and policies of economic development. Case studies of selected countries. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 365 - Labor Economics
Labor union history and organization; labor market analysis of wages, hours, employment and working conditions; collective bargaining and labor legislation. Prerequisite(s): Admission to a business major/junior standing, ECON 102. 3 credit(s)

ECON 402 - Topics of Microeconomics
Extensions of microeconomic analysis. Application of traditional microeconomic concepts to study economic phenomena. Emphasis on decision making in the public policy arena. Prerequisite(s): Admission to a business major/junior standing, ECON 302 and MATH 124 or equivalent. 3 credit(s)

ECON 403 - Topics in Macroeconomics
Extensions of macroeconomic analysis. Application of economic analysis to study macroeconomic phenomena. Implications for inflation, unemployment, growth, and the effectiveness of fiscal and monetary policy. Prerequisite(s): Admission to a business major/junior standing, ECON 303 and MATH 124 or equivalent. 3 credit(s)

ECON 440 - Introduction to Mathematical Economics
Application of mathematics to economic analysis. Prerequisite(s): Admission to a business major/junior standing, MATH 124 and ECON 302 or ECON 303. 3 credit(s)

ECON 441 - Introduction to Econometrics
Measurement of economic relationships, with stress upon the estimation of parameters of stochastic economic models. Prerequisite(s): Admission to a business major/junior standing, ECON 261, and ECON 302 or ECON 303. 3 credit(s)

ECON 442 - History of Economic Thought
Analysis of the ideas of the principal contributors to the development of economics. Prerequisite(s): Admission to a business major/junior standing, six credits of economics. 3 credit(s)

ECON 451 - Public Finance
Analysis of the financing and provision of public goods. Topics include: the nature of public goods, the choice regarding the level of public good provision, the incidence of taxes, and issues of tax equity. Prerequisite(s): Admission to a business major/junior standing, ECON 302. 3 credit(s)

ECON 455 - Industrial Organization
Causes and implications of economic concentration and monopoly power. Comparison of alternative approaches to monopoly power in terms of social and economic goals. Prerequisite(s): Admission to a business major/junior standing, ECON 302. 3 credit(s)

ECON 457 - Law and Economics
Introduction to the use of economic reasoning to analyze legal issues. Topics include economic reasoning, trespass, breach of contract, torts, crime and punishment, the economics of trial and settlement, and careers in law and economics. Prerequisite(s): Admission to a business major/junior standing, ECON 261 and ECON 302. 3 credit(s)

ECON 462 - International Trade
Analysis of the theory of international trade, balance of payments, commercial policies, international institutions, and international economic integration. Prerequisite(s): Admission to a business major/junior standing, ECON 302. 3 credit(s)
FIN 301 - Investment
Examination of the theory and policies relating to past and present international monetary relations. Comprehensive view of contemporary monetary institutions and problems. Prerequisite(s): Admission to a business major/junior standing, ECON 303. 3 credit(s)

ECON 470 - Urban and Regional Economics
Analysis of the structure and functioning of economic activities in urban and non-urban areas, including location and growth of cities and regions, inter- and intrametropolitan distribution of firms and residences, operation of land markets, planning local public services, and urban fiscal problems. Prerequisite(s): Admission to a business major/junior standing, ECON 302. 3 credit(s)

ECON 480 - Managerial Economics
Integrates the microeconomic theory of the firm and the tools of mathematical and statistical analysis to provide an analytical framework for the formulation of business policy. Prerequisite(s): Admission to a business major/junior standing, ECON 302, and ECON 262 or ECON 441. 3 credit(s)

ECON 489 - Economics Internship
Internship with business firms, nonprofit organizations, or government agencies. Joint supervision of activity supervisor and instructor. Prerequisite(s): A 3.00 GPA, admission to the major, and completion of nine credit hours of courses within the major and permission of instructor. May be repeated to a maximum of six credits. Note(s): Project report and internship conferences required. 1-4 credit(s)

ECON 490 - Independent Study
Individual study in selected topics. Prerequisite(s): A 3.00 GPA, admission to the major, senior standing, and completion of nine credit hours of courses within the major and permission of instructor. May be repeated to a maximum of six credits. 1-3 credit(s)

ECON 493 - Special Topics
Study of selected topics of current interest in economics and of significance to the discipline. Prerequisite(s): ECON 302 and ECON 303. May be repeated to a maximum of six credits. 3 credit(s)

ECON 495 - Seminar in Economic Research
Capstone course for economics majors. Reviews the major theories and tools used by professional economists. Students attend Friday economics research seminars with faculty and graduate students. Culminates in a student research project presented to the department in oral and written form. Prerequisite(s): ECON 262 or ECON 441, ECON 302, ECON 303, and senior standing. 3 credit(s)

RE 130 - Introduction to Real Estate
Economic, legal, financial, marketing, managerial, and operational aspects of real estate. Prerequisite(s): Sophomore standing. 3 credit(s)

RE 332 - Real Estate Finance
SOURCES OF FUNDS, PROCEDURES FOR MAKING AND SERVICING LOANS, ECONOMIC ASPECTS OF REAL ESTATE FINANCING, LAWS RELATING TO OWNERSHIP, ZONING AND TRANSFER OF REAL PROPERTY. PREREQUISITE(S): ADMISSION TO A BUSINESS MAJOR/JUNIOR STANDING, FIN 301. 3 CREDIT(S)

RE 333 - Real Estate Valuation
The appraisal process and theory and techniques of residential and income property appraisal. Sales comparison, cost and income approaches to valuation examined, evaluated, and applied to valuation situations. Function and role of the real estate appraiser. Prerequisite(s): Admission to a business major/junior standing. FIN 301. 3 credit(s)

RE 334 - Real Estate Investment
Process and techniques of analyzing real property as an investment medium. Effects of market conditions and government policies upon real estate investment. Prerequisite(s): Admission to a business major/junior standing. FIN 301. 3 credit(s)

RE 451 - Real Estate Development
Evaluates ground-up development. Starting from an analysis of raw land different product types such as retail, office, single-family residential, multi-family, and industrial as well as specialty types (golf courses, assisted living) are discussed in terms of inception of an idea, site selection and analysis, market research, and feasibility, public regulations, contractual and commitment issues, construction process, asset management, and risk management. Prerequisite(s): Admissions to a business major/junior standing, BLW 331, and six credit hours of RE 300-level courses. 3 credit(s)

RE 452 - Real Estate Development II
Case study course oriented to the types of commercial real estate projects discussed in RE 451. Students will review real estate development utilizing the case study method. Lectures may be supplemented with guest speakers from the community focusing on different types of real estate development. Prerequisite(s): RE 451. 3 credit(s)

RE 481 - Real Estate Internship
Supervised on-site practical and professional learning experience in various participating local real estate enterprises, culminating in a written report. Prerequisite(s): Admission to the major, minimum 3.00 overall GPA, and minimum 3.00 major GPA with at least nine credit hours of RE 300-level courses completed. 3 credit(s)

RE 490 - Real Estate Independent Study
Study and research in the field of real estate. Prerequisite(s): A 3.00 GPA, admission to the major, senior standing and completion of nine credit hours of courses within the major. May be repeated to a maximum of six credits. 1-3 credit(s)

RE 495 - Current Topics in Real Estate
Analysis of current topics in real estate issues such as valuation, finance, and investment. Prerequisite(s): Business major/senior standing, BLW 331, and six credit hours of RE 300-level courses. 3 credit(s)

RE 481 - Real Estate Internship
Supervised on-site practical and professional learning experience in various participating local real estate enterprises, culminating in a written report. Prerequisite(s): Admission to the major, minimum 3.00 overall GPA, and minimum 3.00 major GPA with at least nine credit hours of RE 300-level courses completed. 3 credit(s)

RE 490 - Real Estate Independent Study
Study and research in the field of real estate. Prerequisite(s): A 3.00 GPA, admission to the major, senior standing and completion of nine credit hours of courses within the major. May be repeated to a maximum of six credits. 1-3 credit(s)

RE 495 - Current Topics in Real Estate
Analysis of current topics in real estate issues such as valuation, finance, and investment. Prerequisite(s): Business major/senior standing, BLW 331, and six credit hours of RE 300-level courses. 3 credit(s)
Finance Department

BSBA-Finance
Finance Minor

For academic requirements that apply to all students in the Lee Business School, please refer to the Lee Business School section of the Undergraduate Catalog.

Purpose and Focus
The Department of Finance offers courses to prepare students for a variety of careers in the rapidly changing fields of finance, insurance, and investments. Students are exposed to both the theory and the practical applications of finance as it relates to their area. They are taught to focus on the key elements in complicated financial issues and to provide a solution based on theory, knowledge, analysis, and logic. During the second semester of the sophomore year, students should meet with a Lee Business School advisor to plan a specific program of study since it is essential that proper course sequencing be observed.

Accreditation
Northwest Commission on Colleges and Universities
AACSB International—The Association to Advance Collegiate Schools of Business

Internships
The Finance Department offers an internship course that is open to a limited number of qualified upper-division students. These courses consist of supervised, on-site work in various participating local enterprises, culminating in a written report. Minimum requirements are a 3.00 GPA, admission to the major, and completion of nine credits of core courses in the major, (selected from FIN 303, FIN 307, FIN 308, FIN 312), with an average GPA of 3.00 or above in those courses. Students interested in participating in the internship program should contact the Finance Department office and then apply for approval through Undergraduate Advising.

Students pursuing an internship course are required to take the internship within their major field. Internship courses are offered on a satisfactory/fail grading basis only and are considered to be a major elective. A student can generally use up to three hours of internship.

Finance Major - Bachelor of Science in Business Administration (BSBA)

Please see the UNLV Lee Business School, Finance Department web page at http://business.unlv.edu/finance/ for information about department programs, faculty and facilities.

Please see advising information at the UNLV Lee Business School Advising Center at www.unlv.edu/business/advising/undergrad.

Accreditation
Institution - Northwest Commission on Colleges and Universities
www.nwccu.org
School - Association to Advance Collegiate Schools of Business www.aacsb.edu/

Learning Outcomes
Upon completion of the B.S.B.A. program in Finance, students should be able to:

1. Be able to recognize and apply time value of money concepts.
2. Be able to recognize and explain the relationship between risk and return.
3. Be able to recognize and explain how cash flows create value.
4. Be able to recognize and explain how information is reflected in market prices.

University Graduation Requirements
- Please see Graduation Policies for complete information
Degree Requirements..................................................Total: 120 Credits
General Education Requirements................................Subtotal 35-46 Credits
Where specific courses are not identified, please see the related sections of the Undergraduate Catalog for information about which course may satisfy University core requirements.
First-Year Seminar .................................................Credits: 2-3
- ENG 101 - Composition I
- ENG 102 - Composition II
English Composition ............................................Credits: 6
Second-Year Seminar ............................................Credits: 3
Constitutions .........................................................Credits: 3-6
Mathematics .........................................................Credits: 3
- MATH 124 - College Algebra or higher
Distribution Requirement ........................................Credits 18-19
Please see Distribution Requirements for more information.
- Humanities and Fine Arts - Total Credits: 9
  - Humanities, 6 credits required from two different areas.
    - It is recommended that students take COM 101 - Oral Communication, as one of the humanities courses.
  - Fine Arts, 3 credits required
- Social Science:
  - Automatically satisfied by business requirements
- Life and Physical Sciences and Analytical Thinking: 9-10
  - Life and Physical Sciences - 6-7 credits
- One science course with a lab
- One non-lab science course
  - Analytical Thinking - 3 credits
- PHIL 102 - Critical Thinking and Reasoning
Multicultural and International Requirements ............Credits 0-6
Multicultural, one three-credit course required
International, one three-credit course required
These courses may overlap with general education and major requirements. A single course may not meet the multicultural and international requirements simultaneously. For the list of approved multicultural and international courses, go to: http://facultysenate.unlv.edu/students
Lee Business School Requirements -
BSBA in Finance..................................................Subtotal: 75-80 Credits
Other Lee Business School Requirements..................Credits: 9-11
- COM 102 - Introduction to Interpersonal Communication
- ENG 407A - Fundamentals of Business Writing
and
Select one from:
- MATH 127 - Precalculus II
- MATH 128 - Precalculus and Trigonometry
- MATH 132 - Finite Mathematics
- MATH 176 - Introductory Calculus for Business and Social Sciences
- MATH 181 - Calculus I
or
- MATH 182 - Calculus II
Business Administration Core Requirements .......... Credits: 42-45

- ACC 201 - Financial Accounting
- ACC 202 - Managerial Accounting
- ECON 102 - Principles of Microeconomics
- ECON 103 - Principles of Macroeconomics
- ECON 261 - Principles of Statistics I

Microsoft Office proficiency
- FIN 301 - Principles of Managerial Finance
- IS 378 - Project Management I
- IS 383 - Business Intelligence
- MGT 301 - Principles of Management and Organizational Behavior
- MGT 303 - Business Law and Society

or
- BLW 302 - Legal Environment
- GGT 367 - Human Resource Management
- MKT 301 - Marketing Management
- SCM 352 - Operations Management

Select one capstone course from:
- BUS 496* - Strategy Management and Policy
- BUS 497* - New Venture Creation and Strategy
- BUS 498 - Global Business Strategy

Finance Major Requirements ........................................ Credits: 24

Core Courses:
- FIN 303 - Intermediate Managerial Finance
- FIN 307 - Investments
- FIN 308 - International Financial Management
- FIN 312 - Capital Markets

Major Electives - Select four from the following courses. Two of the four must be 400-level finance courses.

- ACC 401 - Financial Reporting I

One economics course from:
- ECON 262 - Principles of Statistics II
- ECON 302 - Intermediate Microeconomics
- ECON 303 - Intermediate Macroeconomics

or
- FIN 321 - Corporate Risk Management
- FIN 322 - Insurance and Risk Management

or
- FIN 405 - Case Problems in Managerial Finance
- FIN 407 - Fixed Income Securities
- FIN 410 - Financial Derivatives
- FIN 419 - Portfolio Management
- FIN 425 - Student Managed Investment Fund I
- FIN 426 - Student Managed Investment Fund II
- FIN 427 - Student Managed Investment Fund III
- FIN 445 - Commercial Banking
- FIN 470 - Valuation
- FIN 480 - Entrepreneurial Finance
- FIN 481 - Finance Internship
- FIN 485 - Topics in Finance
- FIN 489 - CFA Exam Preparation
- FIN 490 - Independent Study

One real estate course from:
- RE 332 - Real Estate Finance
- RE 333 - Real Estate Valuation
- RE 334 - Real Estate Investment

(see notes below)

General Electives......................................................... Credits: 0-10

The number of general electives necessary for each student varies based on how many credits a student uses to satisfy the requirements identified above. The minimum number of degree-applicable credits required to earn a degree from the Lee Business School is 120.

Total Credits: ............................................................. 120

Notes
1. Students must have earned 39 credits of 300- and 400-level courses upon graduation.
2. Suggested programs of study:
   Students who intend to focus on certain functional areas in finance can choose one of the following suggested programs.
   b. Investments: finance core courses, FIN 410, FIN 419, one elective finance course, RE 334.
   c. Financial services: finance core courses, FIN 322, FIN 445, one 400-level FIN course, RE 332.
3. The prerequisites for some electives, such as ACC 401, are not degree applicable.

Finance Minor
Requirements ............................................................. Total Credits: 21

- ACC 201 - Financial Accounting
- ACC 202 - Managerial Accounting
- FIN 301 - Principles of Managerial Finance

and four additional upper-division (300- or 400-level) approved elective courses. (If students majoring in areas outside of the Lee Business School do not have a statistical method background equivalent to ECON 261, then ECON 261 is required as one of the four additional elective courses.)

Risk Management and Insurance Minor
Requirements ............................................................. Total Credits: 21

- ACC 201 - Financial Accounting
- ACC 202 - Managerial Accounting
- FIN 301 - Principles of Managerial Finance

and four additional three-credit courses selected from the list below. Two of the electives must be insurance courses offered by the Finance Department. (If students majoring in areas outside of the Lee Business School do not have a statistical method background equivalent to ECON 261, then ECON 261 is required as one of the four additional elective courses.)

- FIN 321 - Corporate Risk Management
- FIN 322 - Insurance and Risk Management
- FIN 420 - Property and Liability Insurance
- FIN 421 - Life and Health Insurance
- FIN 422 - Risk Management Seminar
- MATH 320 - Mathematics of Interest
- MATH 471 - Actuarial Mathematics I
- MATH 472 - Actuarial Mathematics II
- MATH 473 - Risk Theory

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FIN 101 - Personal Finance
Introduction to management of personal expenses and savings, Protection of family income, assets, and health. Taxes and estate planning. Does not apply toward a major in the Lee Business School. 3 credit(s)

FIN 115 - Introduction to Investments
Major types of investment securities and the markets in which they are traded. Mechanics of making an investment, including basic analytical and valuation techniques and a survey of investment literature and terms. Does not apply toward a major in the Lee Business School. 3 credit(s)

FIN 151 - Introduction to Risk and Insurance
Consumer-oriented approach to analyzing the impact of significant risks in business and personal life; a presentation of the available methods for treating those risks. Prerequisite(s): Sophomore standing. 3 credit(s)

FIN 301 - Principles of Managerial Finance
Finance function within business organizations; tools and techniques of financial management. Topics include financial mathematics; valuation of securities; financial analysis; capital budgeting; concepts of capital structure and dividend policy; and working capital management. Prerequisite(s): Admission to a business major/junior standing, ACC 201, ACC 202 and ECON 261. 3 credit(s)

FIN 303 - Intermediate Managerial Finance
Theoretical approach to financial management. Development of analytical tools and their application to practical, modern business financial problems. Prerequisite(s): Admission to a business major/junior standing, FIN 301. 3 credit(s)

FIN 307 - Investments
Introduction to the basic concepts of investments. Focus on analysis of the investment environment and decision process; overview of function and efficiency of securities markets; relation between risk and return; characteristics, valuation, and selection of various securities. Prerequisite(s): Admission to a business major/junior standing, FIN 301. 3 credit(s)

FIN 308 - International Financial Management
Study of the management of the financial resources of the multinational firm. Includes discussion of the basic differences of an international operation from domestic financial management. Topics include international financial markets, evaluating foreign investment opportunities, theories and practices of financing multinational operations. Prerequisite(s): Admission to a business major/junior standing, FIN 301. 3 credit(s)

FIN 312 - Capital Markets
Examination of the financial markets with emphasis on the linkage between saving and investment to create new wealth and to permit portfolio adjustments in the composition of existing wealth. Prerequisite(s): Admission to a business major/junior standing, FIN 301. 3 credit(s)

FIN 321 - Corporate Risk Management
Introduction to the corporate risk management function and the associated financial tools. Emphasizes the corporate risk management function from a financial perspective, and provides a conceptual framework for making risk management decisions that increase firm value. Covers pure (insurable), financial and credit risk management. Prerequisite(s): Admission to a business major/junior standing, FIN 301 or MATH 170 or MATH 320. 3 credit(s)

FIN 322 - Insurance and Risk Management
Provides an introduction to risk management and insurance emphasizing personal risk management. Topics include management of risks to personal property, liability risks and risks to income due to death and disability. Discusses the insurance industry, including marketing, underwriting, pricing and claims practices. Prerequisite(s): Admission to a business major/junior standing, FIN 301 or MATH 170 or MATH 320. 3 credit(s)

FIN 345 - Managing New Venture Funding
Financial issues facing entrepreneurial business ventures at all stages of their existence. Challenges students to build new skills through consideration of the following frameworks: Introduction and Opportunity assessment, operational aspects of finance related to entrepreneurial ventures, financing growth, and other entrepreneurial finance issues. Prerequisite(s): Admission to a business major/junior standing, BUS 101, FIN 301. 3 credit(s)

FIN 405 - Case Problems in Managerial Finance
Intensive analysis of financial problems encountered by various types of business organizations, utilizing cases and emphasizing the corporation. Prerequisite(s): Admission to a business major/junior standing, FIN 303, FIN 312. 3 credit(s)

FIN 407 - Fixed Income Securities
Introduction to the markets for fixed income securities and their derivatives. Topics include pricing techniques for these instruments, fixed income portfolio management and the measurement and management of the risks inherent in fixed income securities. Prerequisite(s): FIN 307. 3 credit(s)

FIN 410 - Financial Derivatives
Introduces option pricing theory. Defines, describes, and explains various options as well as strategies of options trading. Central focus on the usefulness of options in portfolio management. Development, functions, and importance of commodities markets; principles and mechanisms of trading commodities on future markets. Includes speculation, hedging, and roles of commission houses and commodity exchanges. Prerequisite(s): Admission to a business major/junior standing, FIN 307, FIN 312. Note(s): This course is crosslisted with FIN 619. Credit at the 600-level requires additional work. 3 credit(s)

FIN 419 - Portfolio Management
Theoretical and practical analyses of investment portfolios; portfolio selection process with relation to requirements of individuals and various institutions; and portfolio performance evaluation. Prerequisite(s): Admission to business major/junior standing, FIN 307, FIN 312. Note(s): This course is crosslisted with FIN 619. Credit at the 600-level requires additional work. 3 credit(s)

FIN 420 - Property and Liability Insurance
Examination of risk management for property and liability exposures. Identification of property loss and liability exposures and discussion of available risk management methods, including commercially available insurance coverages. Problems in liability insurance markets and potential solutions discussed. Prerequisite(s): Admission to a business major/junior standing, FIN 321 or FIN 322. 3 credit(s)

FIN 421 - Life and Health Insurance
Analysis of personal and business life and health insurance needs, characteristics of plans appropriate to meet those needs and unique tax and legal aspects of insurance planning. Examination of functional aspects of life/health insurance operations, including underwriting, ratemaking, reserving and financial statement analysis. Discussion of regulation and social insurance programs. Prerequisite(s): Admission to a business major/junior standing, FIN 321 or FIN 322. 3 credit(s)

FIN 422 - Risk Management Seminar
Analysis of corporate and individual risk management functions and risk handling techniques. Other topics include employee benefit programs, government regulations, insurance, and public policy. Prerequisite(s): Admission to a business major/junior standing, FIN 321. 3 credit(s)

FIN 425 - Student Managed Investment Fund I
This course is designed to give students hands-on experience in actively managing an actual investment portfolio. Students accept administrative responsibility, form analyst teams, establish selection criteria, research investments, make buy/sell decisions and execute trades. Admission to the course by permission of the department. Prerequisite(s): Admission to a business major/junior standing. FIN 307. May be repeated to a maximum of six credits. 3 credit(s)

FIN 426 - Student Managed Investment Fund II
Continuation of FIN 425. This course is designed to give students hands-on experience in actively managing an actual investment portfolio. Students accept administrative responsibility, form analyst teams, establish selection criteria, research investments, make buy/sell decisions and execute trades. Admission to the course by permission of the department. Prerequisite(s): FIN 425. May be repeated to a maximum of six credits. 3 credit(s)
FIN 427 - Student Managed Investment Fund III
Continuation of FIN 425, 426. This course is designed to give students hands-on experience in actively managing an actual investment portfolio. Students accept administrative responsibility, form analyst teams, establish selection criteria, research investments, make buy/sell decisions and execute trades. Admission to the course by permission of the department. Prerequisite(s): FIN 307. May be repeated to a maximum of six credits. 3 credit(s)

FIN 445 - Commercial Banking
Role of a commercial bank within the commercial banking system. Management of a bank’s liabilities, capital, and assets. Policy decisions of the board of directors and top management; lending and portfolio policies and practices. Prerequisite(s): Admission to a business major/junior standing, FIN 312. 3 credit(s)

FIN 470 - Valuation
Apply financial principles to measure and manage the value of companies using a professional’s step-by-step approach. Students estimate free cash flows, economic value added, and cost of capital. They also forecast accounting statements, compare absolute and relative valuation techniques, and evaluate restructuring opportunities and potential flexibility options. Prerequisite(s): FIN 303 or FIN 307. 3 credit(s)

FIN 480 - Entrepreneurial Finance
Focuses on the financial concepts, issues, methods and industry practices relevant to entrepreneurial decision makers. Addresses a variety of topics including financial valuation, various sources of funds, structures and legal issues in arranging financing, the private and public venture capital markets, preparation of business plans, and the initial public offering process. Provides understanding of the segments of the capital markets specializing in start-ups and growth financing. Prerequisite(s): Admission to a business major/junior standing, FIN 303 or FIN 345. 3 credit(s)

FIN 481 - Finance Internship
Continuation of FIN 425, 426. This course is designed to give students hands-on experience in actively managing an actual investment portfolio. Students accept administrative responsibility, form analyst teams, establish selection criteria, research investments, make buy/sell decisions and execute trades. Admission to the course by permission of the department. Prerequisite(s): FIN 307. May be repeated to a maximum of six credits. 3 credit(s)

FIN 482 - Topics in Finance
Advanced study of selected topics in finance (e.g., security regulation, mergers and acquisitions, behavioral finance). The specific topic and prerequisites are announced when the course is offered. Prerequisite(s): Variable, depending on the topic of the course. 3 credit(s)

FIN 489 - CFA Exam Preparation
This course is to prepare students for the Chartered Financial Analyst Level I examination. Topics covered include ethics and profession standards, economics and quantitative methods, financial reporting and analysis, corporate finance, equity and fixed income investments, portfolio analysis, derivatives and alternative investments. Prerequisite(s): FIN 303 or FIN 307. 3 credit(s)

FIN 490 - Independent Study
Study and research in the field of finance. Prerequisite(s): A 3.00 GPA, admission to the major, senior standing and completion of nine credit hours of courses within the major. May be repeated to a maximum of six credits. 1-3 credit(s)
Learning Outcomes
1. Recognize, analyze, and construct feasible concepts within small business and entrepreneurial environments.
2. Propose plans to gather and organize resources to address evolving opportunity and the ongoing reassessment of needs as the context changes over time.
3. Propose appropriate plans for funding the startup and continued operations of an organization.
4. Develop an operations strategy, involving integrated production and distribution of goods, services, and information as a means to achieve competitive advantage.

University Graduation Requirements
• Please see Graduation Policies for complete information
Degree Requirements.............................................Total: 120 Credits
General Education Requirements............................Subtotal: 35-46
First-Year Seminar .................................................Credits: 2-3
English Composition .............................................Credits: 6
• ENG 101 - Composition I
• ENG 102 - Composition II
Second-Year Seminar.............................................Credits: 3
Constitutions .......................................................Credits: 3-6
Mathematics .........................................................Credits: 3
• MATH 124 - College Algebra or higher
Distribution Requirement........................................Credits: 18-19
Please see Distribution Requirements for more information.
• Humanities and Fine Arts: 9 credits
  • Humanities, 6 credits required from two different areas.
  • It is recommended that students take COM 101 - Oral Communication, as one of the humanities courses.
  • Fine Arts, 3 credits required
• Social Science
• Automatically satisfied by business requirements
• Life and Physical Sciences and Analytical Thinking: 6-7 credits
  • Two courses from life and physical sciences category; at least one must have a lab.
  • Analytical Thinking, 3 credits required
• PHIL 102 - Critical Thinking and Reasoning
Multicultural and International Requirement
Multicultural, one three-credit course required
International, one three-credit course required
These courses may overlap with general education and major requirements. A single course may not meet the multicultural and international requirements simultaneously. For the list of approved multicultural and international courses, go to: http://facultysenate.unlv.edu/students
Lee Business School Requirements -
BSBA in Entrepreneurship.................................Subtotal: 75-80 Credits
Other Lee Business School Requirements...............Credits: 9-11
• COM 102 - Introduction to Interpersonal Communication
• ENG 407A - Fundamentals of Business Writing
and
Select one from:
• MATH 127 - Precalculus II
• MATH 128 - Precalculus and Trigonometry
• MATH 132 - Finite Mathematics
• MATH 176 - Introductory Calculus for Business and Social Sciences
• MATH 181 - Calculus I
or
• MATH 182 - Calculus II

Business Administration Core Requirements ............Credits: 42-45
• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ECON 102 - Principles of Microeconomics
• ECON 103 - Principles of Macroeconomics
• ECON 261 - Principles of Statistics I
• Microsoft Office proficiency
• FIN 301 - Principles of Managerial Finance
• IS 378 - Project Management I
• IS 383 - Business Intelligence
• MGT 301 - Principles of Management and Organizational Behavior
• MGT 303 - Business Law and Society
• BLW 302 - Legal Environment
• MGT 367 - Human Resource Management
• MKT 301 - Marketing Management
• SCM 352 - Operations Management
Select one from:
• BUS 496* - Strategy Management and Policy
• BUS 497* - New Venture Creation and Strategy
• BUS 498 - Global Business Strategy
(See note 1 below.)
Entrepreneurship Major Requirements........................Credits: 24
• MGT 302 - Small Business Management
• MGT 304R - Lean Start-Ups
• MKT 312 - Marketing Management
• MKT 472 - Marketing Planning and Analysis
• MKT 497 - Business Plan Creation
General Electives....................................................Credits: 0-10
The number of electives necessary for each student varies based on how many credits a student uses to satisfy the requirements identified above. The minimum number of degree-applicable credits required to earn a degree from the Lee Business School is 120.
Total Credits: .........................................................120

Notes
1. Students must take BUS 497* as the capstone course in the business core.
2. Students interested in consumer opportunities are encouraged to choose MKT 312. Students interested in business-to-business opportunities are encouraged to take MKT 473.

Management Major- Bachelor of Science in Business Administration (BSBA)
Please see the UNLV Lee Business School’s Management, Entrepreneurship and Technology Department’s web page at http://www.unlv.edu/met for information about department programs, faculty and facilities.
Please see advising information at the UNLV Lee Business School Undergraduate Advising at http://www.unlv.edu/business/advising/undergrad.

Accreditation
Institution - Northwest Commission on Colleges and Universities
Program - The Association to Advance Collegiate Schools of Business
www.aacsb.edu/
Learning Outcomes

1. Identify and explain the major tasks of the manager
2. Discuss and apply major theories concerning the behavior of people in modern business organizations
3. Identify and discuss alternate theories concerning the role of business in society, and implications of these theories
4. Identify and discuss key issues involved in international management
5. Identify and discuss key issues in the relations between workers and managers
6. Work with others to identify issues and prepare solutions in the practical management of business
7. Present analyses of and solutions to management problems in oral, written, and visual forms.

University Graduation Requirements

- Please see Graduation Policies for complete information
- Degree Requirements..............................................................Total: 120 Credits
- General Education Requirements ..............................................Subtotal: 35-46 Credits
- First-Year Seminar .................................................................Credits: 2-3
- English Composition ............................................................Credits: 6
  - ENG 101 - Composition I
  - ENG 102 - Composition II
- Second-Year Seminar .............................................................Credits: 3
- Constitutions ............................................................................Credits: 3-6
- Mathematics ............................................................................Credits: 3
  - MATH 124 - College Algebra or higher
- Distribution Requirement .........................................................Credits: 18-19
  - Please see Distribution Requirements for more information.
  - Humanities and Fine Arts: 9 credits
    - Humanities, 6 credits required from two different areas.
      It is recommended that students take COM 101 - Oral Communication, as one of the humanities courses.
    - Fine Arts, 3 credits required
  - Social Science
    - Automatically satisfied by business requirements
  - Life and Physical Sciences and Analytical Thinking: 6-7 credits
    - Two courses from life and physical sciences category; at least one must have a lab.
    - Analytical Thinking, 3 credits required
    - PHIL 102 - Critical Thinking and Reasoning
- Multicultural and International Requirement ..........................Credits: 0-6
- Multicultural, one three-credit course required
- International, one three-credit course required

These courses may overlap with general education and major requirements. A single course may not meet the multicultural and international requirements simultaneously. For the list of approved multicultural and international courses, go to: http://facultysenate.unlv.edu/students

Lee Business School Requirements -
- BSBA in Management Total: .................................................. 120 Credits
- Other Lee Business School Requirements .............................Credits: 9-11
  - COM 102 - Introduction to Interpersonal Communication
  - ENG 407A - Fundamentals of Business Writing

Select one from:
- MATH 127 - Precalculus II
- MATH 128 - Precalculus and Trigonometry
- MATH 132 - Finite Mathematics
- MATH 176 - Introductory Calculus for Business and Social Sciences

- MATH 181 - Calculus I
  or
- MATH 182 - Calculus II

Business Administration Core Requirements ...............................Credits: 42-45
- ACC 201 - Financial Accounting
- ACC 202 - Managerial Accounting
- ECON 102 - Principles of Microeconomics
- ECON 103 - Principles of Macroeconomics
- ECON 261 - Principles of Statistics I
- Microsoft Office proficiency
- FIN 301 - Principles of Managerial Finance
- IS 378 - Project Management I
- IS 383 - Business Intelligence
- MGT 301 - Principles of Management and Organizational Behavior
- MGT 303 - Business Law and Society
  or
- BLW 302 - Legal Environment
- MGT 367 - Human Resource Management
- MKT 301 - Marketing Management
- SCM 352 - Operations Management

Select one capstone course from:
- BUS 496* - Strategy Management and Policy
- BUS 497* - New Venture Creation and Strategy
- BUS 498 - Global Business Strategy

Management Major Requirements .............................................Credits: 24
- Required (15 hours)
  - MGT 391 - Quantitative Analysis
  - MGT 471 - Leadership & Managerial Skills
  - MGT 483 - Negotiation
  - MGT 492 - Advanced Organizational Behavior
  - MGT 494 - Seminar in Management
- Electives (9 hours)
  - BUS 481 - Business Internship—Must be approved by the Department Chair or any MGT or IS courses numbered 300 or above not required in the core.

Electives - credits required vary in order to earn 120 degree-applicable credits

The number of electives necessary for each student varies based on how many credits a student uses to satisfy the requirements identified above. The minimum number of degree-applicable credits required to earn a degree from the College of Business is 120.

Total Credits: ...........................................................................120

Entrepreneurship Minor
Minimum 2.75 GPA required
Requirements .................................................................Total Credits: 18
- MGT 302 - Small Business Management
- MGT 304R - Lean Start-Ups
- MGT 497 - Business Plan Creation
And three additional 300 or 400 level courses by approval of the department.

Management Minor
Requirements .................................................................Total Credits: 18
- MGT 301 - Principles of Management and Organizational Behavior
- MGT 367 - Human Resource Management
  and four upper-division (300- or 400-level) management (MGT or SCM elective courses.) MGT 303 may be used as a minor elective for non-business majors only.

Lee Business School
**BUS 101 - Introduction to Business**
Cornerstone course for the Lee Business School. Introduces students to the business profession by integrating information across all departments within the college. Establishes a common foundation for students as business majors. Introduction to business communications, professionalism in business, and types of business enterprises. 3 credit(s)

**BUS 395 - Current Issues in Business**
Issues discussed in the popular business press. Emphasis on current events and issues in business. Prerequisite(s): Admission to a business major/junior standing, FIN 301, MGT 301, MKT 301. 2 credit(s)

**BUS 481 - Business Internship**
Supervised on-site practical experience in various local enterprises culminating in a written report. Prerequisite(s): A 3.00 GPA, admission to the major, and completion of nine credit hours of courses within the major. Note(s): S/F grading only. 3 credit(s)

**BUS 490 - Individual Study**
Study and research in the field of business administration. Prerequisite(s): A 3.00 GPA, admission to the major, senior standing, and completion of nine credit hours of courses within the major. May be repeated to a maximum of six credits. 1-3 credit(s)

**BUS 496 - Strategy Management and Policy**
Formulation, implementation and evaluation of management strategies for achieving organizational objectives. Integrated coverage of: mission and objectives definition; analysis of external and internal environments including ethics, social responsibilities, and international considerations; and strategic decision making. Prerequisite(s): FIN 301, MGT 301, MGT 301; admission to a business major/junior standing. Note(s): Capstone course. 3 credit(s)

**BUS 497 - New Venture Creation and Strategy**
Business tools and skills necessary to successfully start and operate a business. Focus on evaluation of new ventures, financial considerations, personnel issues, business operations, and legal considerations. Development of a business plan. Prerequisite(s): Admission to a business major/junior standing, FIN 301, MGT 301, MGT 301; admission to a business major/junior standing. Note(s): Capstone course. 3 credit(s)

**BUS 498 - Global Business Strategy**
Integrated coverage of management strategies relating to international businesses. Special topics include: mission and objectives, analysis of external and internal environments, ethics, strategic decision making, international diversification. Prerequisite(s): FIN 301, MGT 301, MGT 301, admission to a business major/junior standing. Note(s): Capstone course. 3 credit(s)

**IS 101 - Introduction to Information Systems**
Concepts and applications of Management Information Systems. Introduction to hardware, software, data, and file concepts. Microcomputer applications software including word processing, spreadsheet, data base, Internet, and presentation software. 3 credit(s)

**IS 210 - Introduction to Programming Methodology**
Programming methodology for the business information processing environment to include program analysis, design, test, and documentation. Concepts are reinforced by a contemporary programming language. Recommended to take in sophomore year. Prerequisite(s): IS 101 or equivalent. 3 credit(s)

**IS 370 - Systems Analysis Theory**
Analysis, synthesis, design, and development of management information systems. Overview of system development methodologies. Topics include determining information needs, analysis techniques, input/output, processes, system implementation, information engineering, project management, and systems maintenance. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

**IS 376 - Enterprise Information Systems Architecture and IBM System I/AS 400**
Introduces the concept of enterprise information systems architecture and its impacts on various aspects of business organizations. Conceptual learnings are reinforced by hands-on exercises in a virtual IBM System I environment. Prerequisite(s): IS 210 or CS 218 and CS 219. 3 credit(s)

**IS 378 - Project Management I**
Formerly Listed as IS 488. Concepts, skills, tools, and techniques involved in project management. Topics include project organization, project life cycle, planning, executing, budgeting, scheduling, controlling, reporting, and closing. Also, project integration, scope, time, cost, quality, risk management, conflict resolution, and roles and responsibilities. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

**IS 380 - Object-Oriented Programming**
Introduces concept of object-oriented programming, a structured and powerful programming technique offering advantages over the traditional approach. C++ or Java used as tools to write object-oriented programs effectively. Students write business application programs using a contemporary object-oriented programming language to solve real-world problems. Prerequisite(s): Admission to a business major/junior standing. IS 210. 3 credit(s)

**IS 383 - Business Intelligence**
Skills, technologies, applications, and practices to leverage the organizations’ internal and external information assets for making intelligent business decisions in data-rich organizations. Topics include online analytics, interactive reporting, data integration, data mining, and business performance management. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

**IS 388 - Web Application Development**
Develop dynamic web applications with an emphasis on design, programming, testing, implementation, and documentation. Projects use contemporary integrated development environments to develop business software applications that access information over the Internet. Topics include client-side technologies, server-side technologies and data base access. Prerequisite(s): Business College major and a minimum grad of C in IS 210 and junior standing or higher. 3 credit(s)

**IS 389 - Advanced Business Systems Development**
Advanced methodology of program design, development, testing, implementation, and documentation. Includes coverage of sequential, random, and indexed file structures and processing techniques, use of data base management systems, screen design techniques, system maintenance, and development of programs and systems of programs for batch and interactive environments using contemporary programming languages. Prerequisite(s): Admission to a business major/junior standing. IS 210. 3 credit(s)

**IS 463 - Study and Proposal of New Business Systems**
Methods and techniques required to propose new systems for processes, applications, and products. Topics include idea generation, data collection, analysis, project proposals, client presentations, sourcing and vendor negotiation. Emphasis on data collection techniques, including structured and unstructured individual and group interviews, survey questionnaires, observation, and document analysis. Prerequisite(s): Admission to a business major/junior standing and IS 378. 3 credit(s)

**IS 475 - Database Design and Implementation**
Introduction to relational database concepts, and all issues related to the design and implementation of relational database systems. Emphasizes include entity relationships modeling, normalization, and structured query language (SQL). Students apply technical concepts through implementation of a database project. Prerequisite(s): Admission to a business major/junior standing. IS 383. 3 credit(s)

**IS 476 - Oracle Database Administration**
Provides a foundation in basic Oracle database administrative tasks. Students introduced to the Oracle database architecture, and how various software components relate to an actual database implementation. Examines the means to create, tune, monitor, and manage an operational database effectively. Lectures and discussions reinforced with hands-on practice. Prerequisite(s): Admission to a business major/junior standing. IS 475. 3 credit(s)
IS 477 - Data Communications
Survey of data communication network architectures and practices including client-server relationships and local area networks. Prerequisite(s): Admission to a business major/junior standing, IS 210. 3 credit(s)

IS 478 - Advanced Data Communications
Principles and advanced practices of network security, with an emphasis on the use of intrusion detection techniques to detect, classify, and respond to attacks on network infrastructures. Foundations of network security, design of network defense using firewalls, virtual private networks, and intrusion detection tools and techniques. Prerequisite(s): Admission to a business major/junior standing, IS 477. 3 credit(s)

IS 480 - Internship in Information Systems
Supervised practical experience with a computing facility, industrial firm, or governmental agency, leading to experience at a professional level. Prerequisite(s): A 3.00 GPA, admission to the major, and completion of nine credit hours within the major. Note(s): S/F grading only. 1-3 credit(s)

IS 484 - IT Sourcing and Leadership
This course focuses on the sourcing issues for IS development and integration in organizations. Topics include outsourcing, offshore outsourcing, vendor selection, vendor evaluation, coordination and negotiation, risk mitigation, contract management, relationship management, intellectual property, sustainability and long-term strategy, culture of integration, retention, social influences, core competencies, and critical success factors. Prerequisite(s): Admission to the major/junior standing, IS 210.

IS 485 - Seminar in Information Systems
Selected topics, studies of current interests in management information systems. Prerequisite(s): Admission to a business major/junior standing. May be repeated to a maximum of six credits. 1-3 credit(s)

IS 486 - Seminar in Information Systems II
Selected topics, studies of current interests in management information systems. Prerequisite(s): Admission to a business major/junior standing. May be repeated to a maximum of six credits. 3 credit(s)

IS 489 - Business Intelligence II
Implementation of Data Warehousing / Business Intelligence applications including requirements management, data design, ETL, dimension and cube development, and reporting. Also includes current issues in data mining and analytics to support business strategic planning and innovation. Prerequisite(s): Admission to the program and junior standing, IS 383. 3 credit(s)

IS 490 - Independent Study in Information Systems
Investigation of special problems in management information systems. Prerequisite(s): A 3.00 GPA, admission to the major, senior standing and completion of nine credit hours within the major. May be repeated to a maximum of six credits. 1-3 credit(s)

IS 495 - IS Development and Management
Capstone MIS course. Students working in groups formulate, design, program, document, and implement a major information systems project under the guidance of various MIS staff members. Management of the information systems function, systems integration, and project management to ensure project quality. Prerequisite(s): Admission to a business major/junior standing, IS 370, IS 475. 3 credit(s)

MGT 301 - Principles of Management and Organizational Behavior
Fundamentals and principles of management. Administrative policies, objectives, and procedures. Problems of organization control and leadership. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

MGT 302 - Small Business Management
Shows what is involved in forming, operating, and/or owning a small business. For those who work in a small business or want to start a small business. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

MGT 303 - Business Law & Society
This course examines the relationship between businesses and the society in which they operate. The legal and ethical issues that arise in these relationships, and their implications for important stakeholders, will be emphasized. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

MGT 304R - Technology Entrepreneurship—Lean Start-ups
Students map out product ideas by describing nine core components on a business model canvas. Students validate models by talking to customers, suppliers, and key partners. Students iterate through the customer development process until they have convincing proof of a viable business model. Benefits students from a variety of backgrounds. Prerequisite(s): Admission to a business major/junior standing. MGT 302. 3 credit(s)

MGT 305 - Applied Entrepreneurship
Internationally recognized course in partnership with NxLevel, and the Nevada Small Business Development Center for students who want to start and grow businesses. NxLevel, certified instructors cover entrepreneurial assessment, research, organization, marketing, financial planning, cash flow, and raising capital. Students will develop comprehensive business plans. Prerequisite(s): Admission to a business major/junior standing. Note(s): Course will not count as an elective for the entrepreneurship major. 3 credit(s)

MGT 367 - Human Resource Management
Objectives, functions, organization, and philosophy of personnel relations. Special emphasis on employment, training, and labor relations. Prerequisite(s): Admission to a business major/junior standing and MATH 127 - Precalculus II or higher. 3 credit(s)

MGT 391 - Quantitative Analysis
Identification and formulation of decision problems; introduction to the use of quantitative tools in business including linear programming, non-linear programming, game theory and similar techniques; construction of quantitative models and their relationship to the use of electronic computers in business decision making. Prerequisite(s): Admission to a business major/junior standing and MATH 127 or higher. 3 credit(s)

MGT 415 - Business and Society
Study of the evolution of American business in the context of its changing political and social environment. Analysis of the origins of the American business creed, the concept of social responsibility of business, and the expanding role of the corporation. Prerequisite(s): Admission to a business major/junior standing and a minimum grade of C in MGT 301, BLW 302. Note(s): This course is crosslisted with MGT 415. Credit at the 600-level requires additional work. 3 credit(s)

MGT 450 - Systems Simulation
Simulation and modeling. Monte Carlo techniques. Generation of random and stochastic variables; verification of simulation models; design of simulation experiments. Prerequisite(s) Admission to a business major/junior standing, MGT 391. 3 credit(s)

MGT 465 - Collective Bargaining and Public Policy
Systematic discussion of the major labor problems confronting society. Problems relating to management and union, industrial conflicts, collective bargaining, and legal environment considered. Prerequisite(s) Admission to a business major/junior standing, six credits of economics to include ECON 102. 3 credit(s)

MGT 468 - Employment Law
In-depth exposure to both federal and state legislation involving equal employment opportunity, occupational safety and health, and labor-management relations. Information on and experience in developing, organizing, and constructing an Affirmative Action Plan for both the public and private sectors. Prerequisite(s) Admission to a business major/junior standing and MGT 367. 3 credit(s)

MGT 470 - Compensation
Analysis of manager and worker jobs in private and public organizations and the social, psychological, economic, and legal influences that affect their compensation. Prerequisite(s) Admission to a business major/junior standing, with a minimum grade of C in MGT 367. 3 credit(s)
MGT 471 - Leadership & Managerial Skills
This class focuses on the concepts, theories and case studies concerning the leadership and motivation of people in modern organizations. The class also provides a framework for observation and analysis, and experience in the team assignments for that observation and analysis. Prerequisite(s): Admission to a business major/junior standing, MGT 301. 3 credit(s)

MGT 475 - Seminar in Human Resource Management
Capstone course in personnel/human resource management with emphasis on current topics and issues in personnel, legal issues, and quantitative computer tools for personnel decision making. Specialized seminar in management geared toward industrial relations management. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MGT 367. 3 credit(s)

MGT 480 - International Management
Strategy, operations, and external relationships involved in international commerce with emphasis on the management of multinational corporations. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MGT 301. Note(s): This course is crosslisted with MGT 680. Credit at the 600-level requires additional work. 3 credit(s)

MGT 483 - Negotiation
This course is designed to enhance understanding of the negotiation process, and the ability to negotiate deals, dispute settlements and team decisions. The role of third parties in the negotiation process (arbitrators, mediators and managers as third parties) will also be examined. Prerequisite(s): Admission to a business major/junior standing, MGT 301. 3 credit(s)

MGT 486 - Seminar in Quantitative Management Systems
Selected topics, readings, and discussion of current issues in quantitative management systems. Prerequisite(s): Admission to a business major/junior standing, MGT 391. 3 credit(s)

MGT 490 - Individual Study
Independent study in selected topics. Prerequisite(s): A 3.00 GPA, admission to the major, senior standing, successful completion of nine credit hours of upper-division management courses, and consent of instructor. May be repeated to maximum of six credits. 1-3 credit(s)

MGT 492 - Advanced Organizational Behavior
Concepts, theories, and case studies concerning the behavior of people in modern business organizations. Prerequisite(s): Admission to a business major/junior standing, a a minimum of C in MGT 301. 3 credit(s)

MGT 493 - Seminar in Entrepreneurship
Advanced analysis of the nature, problems and approaches to, financing, managing, marketing, staffing and operating the entrepreneurial organization through the study of recent, relevant literature and selected cases. Prerequisite(s): MGT 301 and junior or senior standing. 3 credit(s)

MGT 494 - Seminar in Management
Analysis of the nature and problems of, and approaches to, management planning, organizing, decision making, and controlling through the study of recent relevant literature and selected cases. Prerequisite(s): Admission to the major and a minimum grade of C in MGT 301 and senior standing. 3 credit(s)

MGT 495 - Advanced Decision Systems
Applied quantitative analysis using case studies and computer software. Optimization techniques, stochastic modeling, and Expert Systems. Emphasis on the development of effective decision support systems. Prerequisite(s): Admission to a business major/junior standing, MGT 391. 3 credit(s)

MGT 497 - Business Plan Creation
Learn how to create investor quality business plans. Follow a step-by-step process to develop your business plan from an opening executive summary to a financial offering. Students will be strongly encouraged to collaborate with engineering students in this class. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

Marketing and International Business Department

BSBA-International Business
BSBA-Marketing
International Business Minor

Marketing Minor
For academic requirements that apply to all students in the Lee Business School, please refer to the Lee Business School section of the Undergraduate Catalog.

Purpose and Focus
The Department of Marketing and International Business provides a professional orientation to education with course work emphasizing both the theory and the practice of Marketing and International Business. The Marketing degree strives to instill a marketing frame of reference in doing business; to develop an understanding and appreciation of how marketing interacts with the other aspects of an organization; and to establish a foundation of marketing knowledge that will best prepare majors and minors for careers in their chosen fields. Students are provided with the knowledge of business and marketing theory along with opportunities to apply that knowledge in simulated or real business situations.

Students with degrees in marketing obtain employment in a wide range of marketing-related fields, including retailing, product/brand management, advertising, distribution, international business, marketing research, purchasing, services marketing, sports marketing, hospitality, and sales management. Upon graduation, students are also prepared to enter programs for advanced degrees in such areas as business administration, public administration, law, economics, and hotel administration.

Every major industry has an increased global presence. The International Business program provides students with the analytical tools and conceptual knowledge to understand International Marketing, Finance, and Strategy. The International Business program prepares students for careers with multinational firms within the United States or with International organizations. Competency in a foreign language is a requirement of the program.

Accreditation
Northwest Commission on Colleges and Universities
AAGSB International — The Association to Advance Collegiate Schools of Business

International Business Major - Bachelor of Science in Business Administration (BSBA)
Please see the UNLV Lee Business School Marketing and International Business Department’s web page at http://www.unlv.edu/mibhttp for information about department programs, faculty and facilities.
Please see advising information at the UNLV Lee Business School Advising Center at http://www.unlv.edu/business/advising/undergrad.

Accreditation
Institution - Northwest Commission on Colleges and Universities
www.nwccu.org
School - Association to Advance Collegiate Schools of Business www.aacsb.edu/
Learning Outcomes
By the end of the IB program students will be able to:
1. Demonstrate third year language proficiency and cultural knowledge in the student’s chosen foreign language
2. Demonstrate working knowledge of a chosen functional area of business
3. Explain the factors that determine international trade patterns and capital flows, and analyze their impact on global business operations
4. Identify the major components of culture and explain how cultural differences affect the conduct of business.

University Graduation Requirements
• Please see Graduation Policies for complete information
Degree Requirements........................................Total: 120-135 Credits
The international business major provides students with a general understanding and appreciation of global business and economic environments, various cultures, and diverse values. This interdisciplinary program combines liberal arts studies and professional education. As such, the program has its roots in disciplines dealing with the basics of behavioral studies, with theoretical structures and with empirical analyses. The program provides a foundation for understanding current and future business and economic conditions.

An increasing share of local, regional, and national economic activities are attributed to exports, imports, trade in intellectual property and technology-intensive products, U.S. investment abroad, and foreign investment in the United States. These patterns of business activities require personnel, both at home and abroad, with a solid academic base for dealing with the changing concepts, practices, and integrated international business organizations. In addition, such personnel must have an in-depth understanding of other nations, languages, and cultures. The program includes opportunities for students to obtain part of their education in foreign universities such as in UNLV’s Turin, Italy, program.

The international business major also prepares students for advanced degrees in areas such as business administration, public administration, law, economics, and other social science and liberal arts disciplines. Students pursuing the major in international business may pursue other business majors by completing the respective requirements.

For details about admission requirements, transfer policies, degree and graduation requirements, and college policies, please refer to the Lee Business School section of the Undergraduate Catalog.

General Education Requirements........Subtotal: 35-46 Credits
First-Year Seminar ...........................................Credits: 2-3
English Composition .........................................Credits: 6
  • ENG 101 - Composition I
  • ENG 102 - Composition II
Second-Year Seminar ......................................Credits: 3
Constitutions ....................................................Credits: 3-6
Mathematics .....................................................Credits: 3
  • MATH 124 - College Algebra or higher
Distribution Requirement ..............................Credits: 18-19
Please see Distribution Requirements for more information
• Humanities and Fine Arts: 9 credits
  • Fine Arts, 3 credits required
  • Social Science
  • Automatically satisfied by business requirements
  • Life and Physical Sciences and Analytical Thinking: 6-7 credits
  • Two courses from life and physical sciences category; at least one must have a lab.
  • Analytical Thinking, 3 credits required
  • PHIL 102 - Critical Thinking and Reasoning
Multicultural and International Requirement.........Credits: 0-6
Multicultural, one three-credit course required
International, one three-credit course required
These courses may overlap with general education and major requirements. A single course may not meet the multicultural and international requirements simultaneously. For the list of approved multicultural and international courses, go to: http://facultysenate.unlv.edu/students
Lee Business School Major Requirements -
BSBA in International Business.........................Subtotal: 87-92 Credits
Other Lee Business School Requirements............Credits: 9-11
• COM 102 - Introduction to Interpersonal Communication
• ENG 407A - Fundamentals of Business Writing
and
Select one from:
• MATH 127 - Precalculus II
• MATH 128 - Precalculus and Trigonometry
• MATH 132 - Finite Mathematics
• MATH 176 - Introductory Calculus for Business and Social Sciences
• MATH 181 - Calculus I
or
• MATH 182 - Calculus II
Business Administration Core Requirements........Credits: 42-45
• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ECON 102 - Principles of Microeconomics
• ECON 103 - Principles of Macroeconomics
• ECON 261 - Principles of Statistics I
Microsoft Office Proficiency
• FIN 301 - Principles of Managerial Finance
• IS 378 - Project Management I
• IS 383 - Business Intelligence
• MGT 301 - Principles of Management and Organizational Behavior
• MGT 303 - Business Law and Society
or
• BLW 302 - Legal Environment
• MGT 367 - Human Resource Management
• MKT 301 - Marketing Management
• SCM 352 - Operations Management
• BUS 498 - Global Business Strategy (capstone course - see note 1)
International Business major requires 24 credit hours -- 18 business credits (9 credits IB requirements + 9 credits functional business area) + 6 language/area studies
International Business Requirements ....................Credits: 9
• IB 425 - Global Consumer Behavior
or
• MKT 425 - Global Consumer Behavior
• IB 480 - International Business
or
• MGT 480 - International Management

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• MKT 456 - International Marketing
  or
• MKT 456 - International Marketing

Functional Business Area Requirement .............................. Credits: 9
Three 3-credit, upper-division (300- and 400-level) courses from one of the following functional areas of business (ECON, FIN, MGT, and MKT). Courses taken to satisfy the international business requirement cannot be counted toward the functional business area requirement.

ECON: ECON 312 or ECON 358 plus two upper-division (300- and 400-level) IB or ECON electives.
FIN: FIN 308 plus two upper-division (300- and 400-level) IB or FIN electives.
MGT: Three upper-division (300- and 400-level) IB or MGT electives.
MKT: Three upper-division (300- and 400-level) IB or MKT electives.

Language/Area Studies Requirement ............................... Credits: 6
Three 3-credit, upper-division (300- and 400-level) courses from one of the following functional areas of business (ECON, FIN, MGT, and MKT). Courses taken to satisfy the international business requirement cannot be counted toward the functional business area requirement.

Note
1. Students must take BUS 498 as the capstone course in the business core.

Marketing Major - Bachelor of Science in Business Administration (BSBA)
Please see the UNLV Lee Business School, Marketing Department web page at http://www.unlv.edu/mib for information about department programs, faculty and facilities.

Accreditation
Institution - Northwest Commission on Colleges and Universities www.nwccu.org
School - Association to Advance Collegiate Schools of Business www.aacsb.edu/

Learning Outcomes
1. Synthesize topic-related basic and applied research in marketing
2. Incorporate research-based consumer psychology into marketing problem analysis and strategy.
3. Critically evaluate marketing strategies.
4. Describe, evaluate and apply a market orientation

University Graduation Requirements
• Please see Graduation Policies for complete information

Degree Requirements.............................................Total: 120 Credits
General Education Requirements......................Subtotal: 35-46 Credits
First-Year Seminar ....................................................Credits: 2-3
English Composition ................................................Credits: 6
• ENG 101 - Composition I
• ENG 102 - Composition II

Second-Year Seminar ....................................................Credits: 3
Constitutions .............................................................Credits: 3-6
Mathematics ............................................................Credits: 3
• MATH 124 - College Algebra or higher

Distribution Requirement ............................................Credits: 18-19
Multicultural and International Requirement ...............Credits: 0-6
Multicultural, one three-credit course required
International, one three-credit course required
These courses may overlap with general education and major requirements. A single course may not meet the multicultural and international requirements simultaneously. For the list of approved multicultural and international courses, go to: http://facultysenate.unlv.edu/students

Multicultural and International Requirement ...............Credits: 0-6

Other Lee Business School Requirements ....................Credits: 9-11
• COM 102 - Introduction to Interpersonal Communication
• ENG 407A - Fundamentals of Business Writing

Select one from:
• MATH 127 - Precalculus II
• MATH 128 - Precalculus and Trigonometry
• MATH 132 - Finite Mathematics
• MATH 176 - Introductory Calculus for Business and Social Sciences
• MATH 181 - Calculus I
• MATH 182 - Calculus II

Business Administration Core Requirements ...............Credits: 42-45
• ACC 201 - Financial Accounting
• ACC 202 - Managerial Accounting
• ECON 102 - Principles of Microeconomics
• ECON 103 - Principles of Macroeconomics
• ECON 261 - Principles of Statistics I

Microsoft Office proficiency
• FIN 301 - Principles of Managerial Finance
• IS 378 - Project Management I
• IS 383 - Business Intelligence
• MGT 301 - Principles of Management and Organizational Behavior
• MGT 303 - Business Law and Society
or
International Business Minor
Requirements ................................................. Total Credits: 18
- IB 425 - Global Consumer Behavior
or
- MKT 425 - Global Consumer Behavior
- MKT 472 - Marketing Planning and Analysis
- MKT 495 - Marketing Policies
Select four courses from the following list.
- MKT 380 - Principles of Internet Marketing
- MKT 422 - Advertising and Promotional Management
- MKT 441 - Distribution Systems
- MKT 442 - Retailing Management
- MKT 448 - Projects, Competitions and Cases in Marketing Research
- MKT 450 - Competitive Strategies for Product and Price Management
- MKT 455 - Services Marketing
- MKT 456 - International Marketing
or
- IB 456 - International Marketing
- MKT 464 - Professional Sales Negotiations Strategies and Tactics
- MKT 465 - Sales Force Management
- MKT 468 - Database Marketing
- MKT 473 - Business Marketing
- MKT 483 - Marketing Internship
- MKT 490* - Independent Study in Marketing
- MKT 492 - Advanced Seminar in Marketing
- MKT 494 - Experience Marketing
- SCM 474 - Purchasing and Global Sourcing
- MKT 380 - Principles of Internet Marketing
- MKT 425 - Global Consumer Behavior
- MKT 472 - Marketing Planning and Analysis
- MKT 495 - Marketing Policies
Select one capstone course from:
- BUS 496* - Strategy Management and Policy
- BUS 497* - New Venture Creation and Strategy
- BUS 498 - Global Business Strategy

Marketing Major Requirements .................................. Credits: 24
- MKT 400 - Marketing Research
- IB 425 - Global Consumer Behavior
or
- MKT 425 - Global Consumer Behavior
- MKT 472 - Marketing Planning and Analysis
- MKT 495 - Marketing Policies
Select four courses from the following list.
- MKT 380 - Principles of Internet Marketing
- MKT 422 - Advertising and Promotional Management
- MKT 441 - Distribution Systems
- MKT 442 - Retailing Management
- MKT 448 - Projects, Competitions and Cases in Marketing Research
- MKT 450 - Competitive Strategies for Product and Price Management
- MKT 455 - Services Marketing
- MKT 456 - International Marketing
or
- IB 456 - International Marketing
- MKT 464 - Professional Sales Negotiations Strategies and Tactics
- MKT 465 - Sales Force Management
- MKT 468 - Database Marketing
- MKT 473 - Business Marketing
- MKT 483 - Marketing Internship
- MKT 490* - Independent Study in Marketing
- MKT 492 - Advanced Seminar in Marketing
- MKT 494 - Experience Marketing
- SCM 474 - Purchasing and Global Sourcing

Minimum 2.00 GPA required in minor.

Note
Twelve credits must be unique to the minor
(Students who have already taken MKT 312 or IB/MKT 325 may substitute that course for IB 425)
MKT 422 - Advertising and Promotional Management
The communication process as it relates to the promotional mix, including both traditional and non-traditional media. Theories and applications pertaining to all strategically managed areas of marketing communications are covered. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MKT 301. 3 credit(s)

MKT 427 - Advertising Campaigns
Study of the components of a successful advertising campaign. Students undertake preliminary preparations for an actual ad campaign. Prerequisite(s): Admission to a business major/junior standing, MKT 312 or MKT 422 or JOUR 261. 3 credit(s)

MKT 441 - Distribution Systems
Structure of institutions in the channel of distribution, including retailers, wholesalers, and agent middlemen. Organization and appraisal of movement and storage of raw materials, work-in-process, and finished goods, middleman functions, including inventory and price policies, trade sales promotion, franchising, and other vertical marketing systems. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MKT 301. 3 credit(s)

MKT 442 - Retailing Management
Balanced descriptive, applied, and conceptual approach to retailing. Focuses on areas in which retailers can maximize profit opportunities by proper use of the marketing variables in a changing environment. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MKT 301. 3 credit(s)

MKT 448 - Projects, Competitions and Cases in Marketing Research
Data driven marketing strategies and decision making based on combining all aspects of the research process. Integration of results from qualitative and quantitative exploratory, descriptive, and causal primary and secondary research. Prerequisite(s): Admission to a business major/junior standing, MKT 301. 3 credit(s)

MKT 450 - Competitive Strategies for Product and Price Management
Competitive analysis and planning techniques for product and price management. Focus on defining the competition, analyzing the competitor's posture, and positioning, developing competitive strategies and tactics, market opportunity analysis, segmentation, competitive analysis, product positioning, brand equity management, setting and managing price. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MKT 301. 3 credit(s)

MKT 455 - Services Marketing
Marketing problems and strategies specific to service industries. Differences in the marketing of intangibles and services. Emphasis on services in general, rather than any particular industry. Concepts applied to such service industries as health care, the professions, the arts, banking, financial services, advertising and communications, and consulting. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MKT 301. 3 credit(s)

MKT 456 - International Marketing
Principles, policies, opportunities, and obstacles in the marketing of goods and services in global markets. Global trade theory, application of the marketing mix variables in cross-cultural settings, and the tactics and strategies of multinational businesses. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MKT 30. 3 credit(s)

MKT 464 - Professional Sales Negotiations Strategies and Tactics
The theory, processes, and practices of sales negotiation, relationship building and conflict resolution. Builds on the concepts learned in the Marketing Management course. Develops an understanding of the marketing theories, strategies, and tactics of effective sales negotiation, conflict resolution, and relationship management. Prerequisite(s): Admission to a business major/junior standing, MKT 301. 3 credit(s)

MKT 465 - Sales Force Management
Management of the sales force strategies for marketing products and services to commercial, institutional, and governmental customers. Topics include the strategic role of the sales function; the sales process; relationship and sales channel strategies; the design, development, direction, and evaluation of the sales organization; and ethical and global dimensions. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MKT 301. 3 credit(s)

MKT 468 - Database Marketing
Theory, concepts, and skills associated with using databases to enhance marketing programs and build strong relationships with customers. Prerequisite(s): Lee School Business major and a minimum grade of C in MKT 301, and junior or higher standing. 3 credit(s)

MKT 470 - Direct Marketing
Principles and applications of direct marketing, frequency marketing programs, relationship marketing, and integrated marketing. Focus on database management, selection of products and services, and developing the offer. Prerequisite(s): Admission to a business major/junior standing, and a minimum grade of C in MKT 301. Note(s): This course is crosslisted with MKT 670*. Credit at the 600-level requires additional work. 3 credit(s)

MKT 472 - Marketing Planning and Analysis
Marketing planning skills. Includes practice of developing marketing plans and the use of marketing technology and models in the marketing planning process. Prerequisite(s): Admission to a business major/junior standing, and minimum grade of a C in MKT 301. 3 credit(s)

MKT 473 - Business Marketing
Provide a thorough grounding in industrial or business-to-business marketing. While many of the concepts are similar to those used in consumer marketing, there are significant differences. This course will explore both the similarities and the differences. Prerequisite(s): Admission to a business major/junior standing, MKT 301. 3 credit(s)

MKT 474* - Sports Marketing
Study of theoretical foundations and practical skills associated with sports marketing. Focuses on expertise needed to successfully develop and implement a sports marketing plan concentrating on sport customers and sponsors, and managing a sport team's franchise equity. Prerequisite(s): Admission to a business major/junior standing, MKT 301 or TCA 380. 3 credit(s)

MKT 483 - Marketing Internship
Supervised on-site practical, professional learning experience in marketing. Prerequisite(s): (For marketing majors only) Admission to a business major/junior standing, nine hours of marketing, 3.00 GPA. Note(s): S/F grading only. 1-3 credit(s)

MKT 490* - Independent Study in Marketing
Independent study in selected topics. Prerequisite(s): A 3.00 GPA, admission to the major, senior standing and completion of nine credit hours of courses within the major. May be repeated to a maximum of six credits. 1-3 credit(s)

MKT 492 - Advanced Seminar in Marketing
Selected topics, readings, and discussion of current marketing issues. Prerequisite(s): Senior standing, MKT 301. 1-3 credit(s)

MKT 494 - Experience Marketing
Basic understanding of developing, managing and enhancing experiential goods and services. Topics include: understanding and measuring the experience, design issues, management issues, wearout, and developing memorable experiences. Prerequisite(s): Lee Business School major and a minimum grade of C in MKT 301 and junior or higher standing. 3 credit(s)

MKT 495 - Marketing Policies
Marketing analysis and decision making. Integrates knowledge acquired in other courses in marketing and related areas. Extensive use of cases and/or computer simulations. Prerequisite(s): Lee Business School major and a minimum grade of C in MKT 301, MKT 312, MKT 400, and senior standing. 3 credit(s)
SCM 352 - Operations Management
Analytical aids to management decision making. Integrated approaches to decisions involving organizational policies and principles, production processes, materials, manpower, and/or equipment. Where appropriate, computer assistance utilized. Prerequisite(s): Admission to a business major/junior standing, MGT 301 and ECON 261. 3 credit(s)

SCM 473 - Supply Chain Management
Fundamentals of supply chain management including the integration of the value-adding elements of purchasing, operations, and logistics processes internally and with suppliers and customers. Related topics include supplier and customer relationship management, supply chain management in services, supply chain design, and supply chain performance measurement. Prerequisite(s): Admission to a business major/junior standing, SCM 352. 3 credit(s)

SCM 474 - Purchasing and Global Sourcing
Principles of purchasing, public procurement, contract management, and global sourcing. Topics include the purchasing process, procurement in profit and non-profit organizations, buyer-supplier relationship, price determination, purchasing services, supply law and ethics, and global sourcing. Prerequisite(s): Admission to a business major/junior standing, SCM 352. 3 credit(s)

SCM 475 - Process Management, Planning, and Control
Analysis of production and service processes in organizations to include just-in-time, total quality management, material requirements planning and enterprise resource planning systems, inventory management, scheduling, queuing, process design, and statistical process control. Prerequisite(s): Senior standing, SCM 352. 3 credit(s)

SCM 477 - Logistics and Supply Chain Integration
Study of the movement and storage of raw materials, work-in-process, and finished goods throughout the global supply chain with emphasis on integrating these activities to create value for the customer. Prerequisite(s): Admission to a business major/junior standing, SCM 352. 3 credit(s)

SCM 493 - Seminar in Supply Chain Management
Selected topics in supply chain management including the value-adding elements of purchasing, operations, and logistics processes and collaboration strategies with suppliers and customers. Related topics include supplier and customer relationship management, global supply chain issues, supply chain sustainability and supply chain performance measurement. Prerequisite(s): Admission to a business major/junior standing, SCM 352. 3 credit(s)