

# Lee Business School

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## ***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 — Bachelor of Science in Business Administration  
Management Information Systems - 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)

### **Department of Economics**

Economics  
Real Estate

### **Department of Finance**

Finance  
Risk Management and Insurance

### **Department of Management, Entrepreneurship and Technology**

Entrepreneurship  
Management

### **Department of Marketing and International Business**

International Business  
Marketing

## ***Graduate Degree Programs***

Accountancy — Master of Science

Business Administration — Master of Business Administration

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. For more information go to <http://business.unlv.edu/advising>. 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 educational careers. 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.

*Minimum Lee Business School admission requirements\**: Entering freshmen from high school - same GPA as regular admission to UNLV; transfer students — 2.75 cumulative GPA from all schools as calculated by UNLV Office of Admissions; UNLV students changing majors at UNLV — minimum 2.00 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, 128, 132, 176, 181 or 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 (<http://business.unlv.edu/advising/>) or from the Undergraduate Advising office. Notification of the admission decision will be e-mailed to the student's 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.

**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 university's 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 Catalog's 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 the 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 student's 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 university's 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 <http://finaid.unlv.edu>. 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.

Students selected for the Global Entrepreneurship Experience will receive scholarships of up to \$10,000 (\$2,500/year). 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 <http://business.unlv.edu/gee/>.

## 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 <http://business.unlv.edu/advising>.

## 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 <http://business.unlv.edu/advising/> or call the office at 895-3363.

## International Business Major

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.

### Degree Requirements

General Education Requirements ..... Total Credits: 35-46  
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 ..... Total Credits: 2-3  
English Composition ..... Total Credits: 6

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

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

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

Mathematics ..... Total Credits: 3

- MATH 124 - College Algebra or higher

Distribution Requirement-Social Science

Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School must fulfill the distribution requirement by completing courses in each of two content areas outside the major area of study. Those areas are:

Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

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

Fine Arts, 3 credits required

Life and Physical Sciences, and

Analytical Thinking ..... Total Credits: 9-10

Life and Physical Sciences, 6-7 credits required

One science course with a lab

One non-lab science course

Analytical Thinking, 3 credits required

- PHIL 102 - Critical Thinking and Reasoning

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

Three credits in each area are required. These courses may overlap with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required

- International, 3 credits required

Other Lee Business School Requirements ..... Total 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 .... Total 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 & Society

- 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 Requirements ..... Total Credits: 9

- IB 480 - International Business

- MKT 456 - International Marketing

One additional three-credit course from the following list of international business electives.

- ECON 358 - International Economics

- FIN 308 - International Financial Management

- IB 481 - International Business Internship

In order to meet the course prerequisites for IB 481, International Business Internship, students must be admitted to the major have a 3.00 UNLV GPA and have nine credits earned in the international business requirements and/or the functional area.

Functional Business Area Requirement ..... Total Credits: 9

Three three-credit, upper-division (300- and 400- level courses) from one functional area of business. Functional areas of business are: ACC, ECON, FIN, IS, MGT, and MKT. Courses taken to satisfy the



international business requirement cannot be counted toward the functional business area requirement. An internship in international business (IB 481) may count for up to three credits of either the international business requirement or the functional business area.. Language/Area Studies Requirement ..... Total Credits: 18 Students must demonstrate third-year level proficiency in a selected foreign language. Foreign language proficiency may be demonstrated by:

- a. A cumulative GPA of 2.70 or higher in 301 and 302 of the selected language. (Where offered, the business language course may be substituted for 302. Students must meet the language course prerequisites set by the Department of Foreign Languages. If that department determines a student’s language skills are too advanced for the 301 or 302 course, the student must see an advisor in Undergraduate Advising.)
- b. Proficiency by examination.

In addition, students must complete 18 credits from:

1. Language courses in the selected foreign language (no more than six of these credits may be from lower-division language courses);
2. Courses in the related area studies;
3. Courses taken during full-time resident study in a foreign university, provided that all instruction is in the selected foreign language;
4. A combination of 1-3.

**Students whose native language is not English have two options.**

**Option A:** North American Area Studies - The student must complete 18 credits from courses related to the North America region or to oral or written communication in English. At least six of these credits must relate to communication in English. Courses required of all business majors may not be counted toward this requirement. This option is not available to native speakers of English.

**Option B:** The student may fulfill the Language/Area Studies Requirement for any other area, provided the language proficiency requirement is satisfied by a language other than the student’s native tongue.

General Electives..... Total Credits: 0-4  
 The minimum number of degree-applicable credits required to earn an International Business degree from the Lee Business School is 122-132, depending on how degree requirements are fulfilled.  
 Total Credits: ..... 122-132

**Note**

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

**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: 24

- 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

**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 201, BGES 202. 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 431 - 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 or 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. 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 - 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. 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 mission of the Department of Accounting is to prepare our students with the knowledge and skills required for success in business, produce and disseminate research useful to the business community and academia, and promote interaction of faculty and students with the business and academic communities.

**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 contact the chair of the Department of Accounting and then apply for approval from the assistant dean for undergraduate programs.

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**

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

**Degree Requirements**

General Education Requirements..... 35-46 credits  
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 .....Total Credits: 2-3

English Composition ..... Total Credits: 6

- ENG 101 - Composition I

and

- ENG 102 - Composition II

Second Year Seminar ..... Total Credits: 3

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

Mathematics ..... Total Credits: 3

- MATH 124 - College Algebra (or higher)

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

Three credits in each area are required. These courses may overlap

with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec/>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required
- International, 3 credits required

Distribution Requirement: Social Science

Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School of Business must fulfill the distribution requirement by completing courses in each of two content areas outside the major area of study. Those areas are:

Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

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

- Fine Arts, 3 credits required.

Life and Physical Sciences, and

Analytical Thinking ..... Total Credits: 9-10

Life and Physical Sciences, 6-7 credits required

One science course with a lab

One non-lab science course

Analytical Thinking, 3 credits required

PHIL 102 - Critical Thinking and Reasoning

Business Administration Core Requirements.... Total 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
- BUS 496 - Strategy Management and Policy

or

- BUS 497 - New Venture Creation and Strategy

or

- BUS 498 - Global Business Strategy

Other Lee Business School Requirements..... Total 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

Accounting Major Requirements ..... Total Credits: 24

- 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 ..... Total 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 the 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

and 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.

### Business Law Minor

A minor in Finance, Real Estate, or Risk Management and Insurance requires ACC 201, ACC 202, FIN 301, and four additional courses (21 credit hours). 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.

## Courses Include

- BUS 101 - Introduction to Business
- BLW 302 - Legal Environment

and four additional three-credit courses selected from:

- BLW 101 - Personal Law
- ACC 473 - Law for Accountants I
- BLW 331 - Real Estate Law I
- BLW 450 - Law of the Internet
- BLW 375 - International Business Law
- BLW 431 - Real Estate Law II
- BLW 435 - Construction Law
- BLW 474 - Business Law II
- BLW 478 - Seminar in Current Business Law Topics
- MGT 468 - Employment Law

### **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. 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. 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. 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, ACC 400. 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. 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. 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. 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. 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, ACC 401. 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. 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. 3 credit(s)

### **ACC 473 - Law for Accountants I**

Formerly Listed as BLW 273.

Introduction to law and the court system; introduction to torts and criminal law; contracts and sales; real and personal property. Prerequisite(s): Admission to a business major/junior standing. Note(s): May not earn duplicate credit in BLW 273 and ACC 473 or BLW 474 and ACC 473. 3 credit(s)

### **ACC 481 - Accounting Internship**

Supervised practical experience in accounting leading to experience at a professional level. Prerequisite(s): Admission to a business major/junior standing, a 3.00 GPA or higher and successful completion of at least nine credits of upper-division accounting courses. Note(s): S/F grading only. 1-3 credit(s)

### **ACC 490 - Independent 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 accounting courses, and consent of instructor. May be repeated to a maximum of six credits. 1-3 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, master's 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-BA***

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.

### ***Degree Requirements***

General Education Requirements ..... Total Credits: 35-46  
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 ..... Total Credits: 2-3  
English Composition ..... Total Credits: 6

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

Second-Year Seminar ..... Total Credits: 3  
Constitutions ..... Total Credits: 3-6  
Mathematics ..... Total Credits: 3

- MATH 124 - College Algebra or higher

Distribution Requirement: Social Science

Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School must fulfill the distribution requirement by completing courses in each of two content areas outside the major area of study. Those areas are:

Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

Humanities and Fine Arts ..... Total Credits: 9  
Humanities, 6 credits required from two different humanities areas.  
Fine Arts, 3 credits required.

Life and Physical Sciences, and

Analytical Thinking ..... Total Credits: 9-10

Life and Physical Sciences, 6-7 credits required

One science course with a lab

One non-lab science course

Analytical Thinking, 3 credits required

- PHIL 102 - Critical Thinking and Reasoning

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

Three credits in each area are required. These courses may overlap with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required
- International, 3 credits requirement

Foreign Language/Foreign Culture ..... Total 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.

Economics Major Requirements ..... Total Credits: 33

Twelve 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 12 of the 33 required credits be 400-level ECON courses, students should plan carefully in order to satisfy this requirement.)

(see notes below)

General Electives ..... Total Credits: 35-49

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 401, 402, 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, 462, 463 and 480.
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.
5. Students must have earned 39 credits of 300- and 400-level courses upon graduation.

## Economics-BSBA Major

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.

### Degree Requirements

General Education Requirements ..... Total Credits: 35-46 credits  
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 ..... Total Credits: 2-3

English Composition ..... Total Credits: 6

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

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

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

Mathematics ..... Total Credits: 3

- MATH 124 - College Algebra or higher

Distribution Requirement: Social Science

Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School must fulfill the distribution requirement by completing courses in each of two content areas outside the major area of study. Those areas are:

Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

Humanities and Fine Arts ..... Total Credits: 9

Humanities, 6 credits required from two different humanities areas. It is recommended that students take COM 101, Oral Communication, as one of the humanities courses.

Fine Arts, 3 credits required

Life and Physical Sciences, and

Analytical Thinking ..... Total Credits: 9-10

Life and Physical Sciences, 6-7 credits required

One science course with a lab

One non-lab science course

Analytical Thinking, 3 credits required

- PHIL 102 - Critical Thinking and Reasoning

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

Three credits in each area are required. These courses may overlap with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec/>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required
- International, 3 credits required

Other Lee Business School Requirements..... Total 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.... Total 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 & Society
- 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 ..... Total Credits: 24

Twelve 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 two three-credit upper-division (300- or 400-level) economics electives. (At least one of these electives must be a 400-level ECON course.)

(see notes below)

General Electives..... Total 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, 462, 463 and 480.
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

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.

### Degree Requirements

General Education Requirements ..... Total Credits: 35-46 credits  
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 ..... Total Credits: 2-3  
English Composition ..... Total Credits: 6

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

Second-Year Seminar ..... Total Credits: 3  
Constitutions ..... Total Credits: 3-6  
Mathematics ..... Total Credits: 3

- MATH 124 - College Algebra or higher

Distribution Requirement: Social Science

Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School must fulfill the distribution requirement by completing courses in each of two content areas outside the major area of study. Those areas are:

Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

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

Life and Physical Sciences, and Analytical Thinking ..... Total Credits: 9-10  
Life and Physical Sciences, 6-7 credits required

One science course with a lab

One non-lab science course

Analytical Thinking, 3 credits required

- PHIL 102 - Critical Thinking and Reasoning

Multicultural and International Requirement ..... Total Credits: 0-6  
Three credits in each area are required. These courses may overlap with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required
- International, 3 credits required

Other Lee Business School Requirements ..... Total 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 .... Total 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 & Society
- 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 ..... Total Credits: 24

Core courses:

- BLW 331 - Real Estate Law I
- ECON 262 - Principles of Statistics II

or

- ECON 441 - Introduction to Econometrics
- ECON 302 - Intermediate Microeconomics
- ECON 303 - Intermediate Macroeconomics
- ECON 470 - Urban and Regional Economics
- RE 332 - Real Estate Finance
- RE 333 - Real Estate Valuation
- RE 334 - Real Estate Investment

General Electives ..... Total 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. Suggested programs of study: Students who intend to focus on certain functional areas in real estate can choose one of the following suggested programs.

a. Real Estate Development—The program enables students to expand their planning and analytical skills required for real estate development. Students will also learn environmental, economic and legal issues in land development.

i. Real estate core courses

ii. Select four elective courses from: AAL 430, AAL 446, BLW 431, BLW 435, ECON 470, GEOL 430, RE 333, RE 451, RE 452, RE 481, RE 490.

b. Finance and Investments—This program focuses on the application of financial analysis and valuation in real estate markets and the techniques of analyzing real estate investments.

i. Real estate core courses

ii. Select four elective courses from: FIN 303, FIN 307, FIN 312, FIN 322, RE 333, RE 495.

2. The prerequisite for some electives, such as ACC 401, ECON 470 and GEOL 430, are not degree applicable.

## 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
- and
- ECON 303 - Intermediate Macroeconomics

## Real Estate Minor

Requirements ..... Total Credits: 21

- ACC 201 - Financial Accounting
- ACC 202 - Managerial Accounting
- BLW 331 - Real Estate Law I
- BLW 435 - Construction Law
- FIN 301 - Principles of Managerial Finance

and two additional three-credit courses selected from:

- RE 332 - Real Estate Finance
- RE 333 - Real Estate Valuation
- RE 334 - Real Estate Investment
- RE 451 - Real Estate Development

### 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, MATH 132 with a minimum grade of C or better. 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): Admission to a business major/junior standing, ECON 261 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 102. 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 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 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 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)

**ECON 463 - International Monetary Relations**

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. 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. 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)

# **Finance Department**

## **BSBA-Finance**

### **Finance Minor**

### **Risk Management and Insurance 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, investments, and real estate. 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, including FIN 301, 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**

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.

## ***Degree Requirements***

General Education Requirements ..... Total Credits: 35-46 credits  
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 ..... Total Credits: 2-3  
English Composition ..... Total Credits: 6

- ENG 101 - Composition I
  - ENG 102 - Composition II
- Second-Year Seminar ..... Total Credits: 3  
Constitutions ..... Total Credits: 3-6  
Mathematics ..... Total Credits: 3
- MATH 124 - College Algebra or higher

Distribution Requirement: Social Science

Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School must fulfill the distribution requirement by completing courses in each of two content areas outside the major area of study. Those areas are:

Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

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

Life and Physical Sciences, and

Analytical Thinking ..... Total Credits: 9-10

Life and Physical Sciences, 6-7 credits required

One science course with a lab

One non-lab science course

Analytical Thinking, 3 credits required

- PHIL 102 - Critical Thinking and Reasoning

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

Three credits in each area are required. These courses may overlap with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required

- International, 3 credits required

Other Lee Business School Requirements ..... Total 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 .... Total 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 & Society

- 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

Finance Major Requirements ..... Total 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

or

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 410 - Financial Derivatives

- FIN 419 - Portfolio Management

- FIN 445 - Commercial Banking

- FIN 480 - Entrepreneurial Finance

- FIN 481 - Finance Internship

- FIN 490 - Independent Study

or

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 ..... Total 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. Suggested programs of study: Students who intend to focus on certain functional areas in finance can choose one of the following suggested programs.

a. Financial management: finance core courses, ACC 401, FIN 321, FIN 405, FIN 480.

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.

2. 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

#### **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 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. 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. 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): 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 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, FIN 312. 3 credit(s)

**FIN 481 - Finance Internship**

Supervised on-site practical and professional learning experience in various participating local enterprises, culminating in a written report. Prerequisite(s): Admission to the finance major, minimum 3.00 UNLV GPA, and minimum 3.00 major GPA with at least nine credit hours of finance major core courses completed (selected from FIN 303, FIN 307, FIN 308 and FIN 312). Note(s): S/F grading only. 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)

# Management, Entrepreneurship and Technology Department

**BSBA-Entrepreneurship****BSBA-Management****BSBA-Management Information Systems****Entrepreneurship Minor****Management 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 Management, Entrepreneurship and Technology offers courses to prepare students for a variety of careers in general management, supply chain management, entrepreneurship, and human resource management in both the public and the private sectors. The Department of Management, Entrepreneurship and Technology also offers certificate programs in the areas of supervision and human resource management for the local business community through the College of Extended Studies.

***Accreditation***

Northwest Commission on Colleges and Universities

AACSB International — The Association to Advance Collegiate Schools of Business

***Internships***

The Department of Management, Entrepreneurship and Technology offers an internship course that is open to a limited number of 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 management courses. Students interested in participating in the internship program should contact the chair of the Department of Management, Entrepreneurship and Technology then apply for approval from Undergraduate Advising.

Students pursuing 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.

**Entrepreneurship Major**

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.

***Degree Requirements***

General Education Requirements ..... Total Credits: 35-46 credits  
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 ..... Total Credits: 2-3

English Composition ..... Total Credits: 6

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

Second-Year Seminar ..... Total Credits: 3  
 Constitutions ..... Total Credits: 3-6  
 Mathematics ..... Total Credits: 3

- MATH 124 - College Algebra or higher

Distribution Requirement: Social Science  
 Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School must fulfill the distribution requirement by completing courses in each of two content areas outside the major area of study. Those areas are:  
 Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

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  
 Life and Physical Sciences, and  
 Analytical Thinking ..... Total Credits: 9-10  
 Life and Physical Sciences, 6-7 credits required  
 One science course with a lab  
 One non-lab science course  
 Analytical Thinking, 3 credits required

- PHIL 102 - Critical Thinking and Reasoning

Multicultural and International Requirement ..... Total Credits: 0-6  
 Three credits in each area are required. These courses may overlap with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required
- International, 3 credits required

Other Lee Business School Requirements ..... Total 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 .... Total 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 & Society
- 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

Entrepreneurship Major Requirements ..... Total Credits: 24

- MGT 302 - Small Business Management
- MGT 304R - Technology Entrepreneurship—Lean Start-ups
- FIN 345 - Managing New Venture Funding
- FIN 480 - Entrepreneurial Finance
- MKT 472 - Marketing Planning and Analysis
- MGT 497 - Business Plan Creation

(see notes below)

Total Credits ..... 120

### Notes

1. Every student must complete a three-credit multicultural course and a three-credit international course. Courses satisfying other requirements may simultaneously satisfy the multicultural and international requirements except one course cannot satisfy both the multicultural and the international requirements. For an approved list, visit <http://www.unlv.edu/committees/gec>.
2. Students must take BUS 497 as the capstone course in the business core.
3. 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

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.

### Degree Requirements

General Education Requirements ..... Total Credits: 35-46 credits  
 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 ..... Total Credits: 2-3

English Composition ..... Total Credits: 6

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

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

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

Mathematics ..... Total Credits: 3

- MATH 124 - College Algebra or higher

Distribution Requirement: Social Science

Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School must fulfill the distribution requirement by completing courses in each of two content areas outside the major area of study. Those areas are:

Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

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

Life and Physical Sciences, and

Analytical Thinking ..... Total Credits: 9-10

Life and Physical Sciences, 6-7 credits required

One science course with a lab

One non-lab science course

Analytical Thinking, 3 credits required

- PHIL 102 - Critical Thinking and Reasoning

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

Three credits in each area are required. These courses may overlap with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required
- International, 3 credits required

Other Lee Business School Requirements.....Total 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....Total 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 & Society
- 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 Total Credits: 24

- IS 475 - Database Design and Implementation
- IS 489 - Business Intelligence II
- MGT 391 - Quantitative Analysis
- MGT 471 - Leadership & Managerial Skills
- MGT 475 - Seminar in Human Resource Management
- MGT 480 - International Management
- MGT 483 - Negotiation
- MGT 492 - Advanced Organizational Behavior

General Electives.....Total 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: ..... 120 Credits

## Entrepreneurship Minor

Minimum 2.75 GPA required

Any upper- division course that is applied to a major degree will not count as a minor elective. One such example of this is MGT 367, which is required to satisfy the BSBA business core.

Requirements ..... Total Credits: 18

Nine required hours

- MGT 301 - Principles of Management and Organizational Behavior
  - MKT 301 - Marketing Management
- and either
- MGT 305 - Applied Entrepreneurship (non-business majors)
- or
- MGT 302 - Small Business Management (business majors)

Nine Elective hours

and three additional courses selected from:

- FIN 345 - Managing New Venture Funding
- MGT 304R - Technology Entrepreneurship—Lean Start-ups
- MGT 367 - Human Resource Management
- MGT 468 - Employment Law
- MGT 470 - Compensation
- MGT 492 - Advanced Organizational Behavior
- SCM 352 - Operations Management
- SCM 474 - Purchasing and Global Sourcing
- MKT 312 - Buyer Behavior
- MKT 380 - Principles of Internet Marketing
- MKT 422 - Advertising and Promotional Management
- MKT 442 - Retailing Management
- MKT 450 - Competitive Strategies for Product and Price Management
- MKT 455 - Services Marketing
- MKT 456 - International Marketing
- MKT 472 - Marketing Planning and Analysis

## 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.

### 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, areas 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, MKT 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): FIN 301, MGT 301, MKT 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, MKT 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**

Formerly Listed as IS 483.

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): IS 210 or equivalent and junior standing. 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. Emphases 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 deter, detect, assess, and respond to network intruders. Foundations of network security, design of a 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 - Sourcing of IS Development and Business**

#### **Integration**

This course focus on the sourcing issues for IS development and integration in organizations. Topics include outsourcing, offshoring, multisourcing, 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**

Businesses that rely on patentable technologies often employ different business models. These differences are critical to technology commercialization. This course provides both business and engineering students with the tools necessary for participating in the successful introduction of new technology. 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. Prerequisites Admission to a business major/junior standing. Course will not count as an elective for the entrepreneurship major. 3 credit(s)

### **MGT 366 - Principles of Supervision**

Functions a supervisor/manager should know and perform. Overview of organizational structure, the planning process, motivating and leading employees, and communication flows between supervisor-subordinates. Special attention placed upon relevant equal employment laws, recruitment and selection procedures, management-union relations, occupational safety and health, and disciplining the problem employee. Prerequisite(s): Non-business major or business minors only and admission to a business major/junior standing\*. Due to the overlap of the content in MGT 367 and MGT 301, credit is given for only two of these three courses. 3 credit(s)

### **MGT 367 - Human Resource Management**

Objectives, functions, organization, and philosophy of personnel relations. Special emphasis on employment, training, and labor relations. Prerequisites Admission to a business major/junior standing. 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. Prerequisites Admission to a business major/junior standing, MATH 132. 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. Prerequisites Admission to a business major/junior standing, MGT 301, BLW 302. 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. Prerequisites 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. Prerequisites 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. Prerequisites 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. Prerequisites Admission to a business major/junior standing, 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)

# 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. The department 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.

### *Accreditation*

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

### *Marketing Major*

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.

### *Degree Requirements*

General Education Requirements ..... Total Credits: 35-46 credits  
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 ..... Total Credits: 2-3

English Composition ..... Total Credits: 6

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

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

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

Mathematics ..... Total Credits: 3

- MATH 124 - College Algebra or higher

Distribution Requirement: Social Science

Because the courses taught by the Lee Business School are deemed part of the social sciences distribution area, students pursuing a major in the Lee Business School must fulfill the distribution requirement

### **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, 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, MGT 301. 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, 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. 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): Senior standing and MGT 301. 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. Following 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): Department consent. 3 credit(s)

by completing courses in each of two content areas outside the major area of study. Those areas are:

Humanities and Fine Arts; and Life and Physical Sciences and Analytical Thinking.

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

Fine Arts, 3 credits required

Life and Physical Sciences, and

Analytical Thinking ..... Total Credits: 9-10

Life and Physical Sciences, 6-7 credits required

One science course with a lab

One non-lab science course

Analytical Thinking, 3 credits required

- PHIL 102 - Critical Thinking and Reasoning

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

Three credits in each area are required. These courses may overlap with general education and major requirements. For the list of approved multicultural and international courses, go to: <http://web.unlv.edu/committees/gec/>. (Some business students may satisfy these requirements with courses required for a business major.)

- Multicultural, 3 credits required
- International, 3 credits required

Other Lee Business School Requirements ..... Total Credits: 9-11

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
- COM 102 - Introduction to Interpersonal Communication
- ENG 407A - Fundamentals of Business Writing

Business Administration Core Requirements .... Total 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 & Society
- 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

Marketing Major Requirements ..... Total Credits: 24

- MKT 312 - Buyer Behavior
- MKT 400 - Marketing Research
- 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 427 - Advertising Campaigns
- MKT 441 - Distribution Systems
- MKT 442 - Retailing Management
- MKT 450 - Competitive Strategies for Product and Price Management
- MKT 455 - Services Marketing
- MKT 456 - International Marketing
- MKT 465 - Selling in Organizational Markets
- MKT 468 - Database 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

Only one of the following courses may satisfy a MKT major elective: MKT 483, MKT 490 or MKT 492

General Electives ..... Total 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: ..... 120 Credits

## International Business Minor

Requirements ..... Total Credits: 24

International Business Requirements ..... 15 Credits

- IB 480 - International Business
- MGT 301 - Principles of Management and Organizational Behavior
- MKT 301 - Marketing Management
- MKT 456 - International Marketing

One additional three-credit course from the following:

- ECON 358 - International Economics
- FIN 308 - International Financial Management

Language/Area Studies Requirement ..... 9 credits

Students must complete 9 credits from:

1. Language courses in the selected foreign language\*,
2. Courses in the related area studies (see list on Undergraduate Advising's website),
3. Courses taken during full-time resident study in a foreign university, provided that all instruction is in the selected foreign language.

\*Students must demonstrate first-year proficiency in a selected language by:

- Successfully completing the 114 language course (or higher) with a B- grade (2.7 GPA), or
- Demonstrating proficiency by examination for the 114 language course (or higher) with the equivalent of a B- grade (2.7 GPA).

## Marketing Minor

Requirements ..... Total Credits: 18

- MKT 301 - Marketing Management

and

- five, three-credit upper-division (300- or 400-level) MKT electives



**IB 480 - International Business**

This course considers the objectives and strategies of international business in the context of global competition. It equips students with a comprehensive framework to formulate strategies in the global marketplace, with intensive study of the unique aspects of doing business in foreign continents. Prerequisite(s): Admission to a business major/junior standing, MGT 301. 3 credit(s)

**IB 481 - International Business Internship**

Supervised on-site practical experience in international business at an enterprise or agency, 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): May occur locally or abroad. S/F grading only. 3 credit(s)

**MKT 301 - Marketing Management**

Planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Prerequisite(s): Admission to a business major/junior standing. 3 credit(s)

**MKT 312 - Buyer Behavior**

Individual differences, social and cultural factors, and situational variables that impact on attitude formation and change, learning, decision making, and behavior of consumers. Emphasis on the use of this information to develop marketing programs. Prerequisite(s): Admission to a business major/junior standing, MKT 301. 3 credit(s)

**MKT 380 - Principles of Internet Marketing**

Theory and practice of marketing on the internet. Focuses on role of internet marketing in marketing strategy, internet process, internet mechanics, and internet site construction. Includes practical experience in formulating internet marketing plans and operational Web sites. Prerequisite(s): Admission to a business major/junior standing, MKT 301. 3 credit(s)

**MKT 400 - Marketing Research**

Methodology of research. Focuses on topics such as research design, sample design, questionnaire construction, field procedures, data analysis, and report preparation. Involves practical experience in marketing research. Prerequisite(s): Admission to a business major/junior standing, MKT 301, ECON 261 or equivalent. 3 credit(s)

**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, 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 423 or COM 262. 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, 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, 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 competition'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 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, 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 MKT 301. 3 credit(s)

**MKT 465 - Selling in Organizational Markets**

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, 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): Admission to a business major/junior standing, MKT 301. 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, MKT 301. 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, 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): MKT 301. 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): 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)